

MULTIPLE PLATFORM IN TRANSFORMATIVE PUBLIC RELATIONS, CULTURAL AND TOURISM

The Writers

Aditya Ramadhan, Liza Dwi Ratna Dewi, Anisa Diniati, Soraya Ratna Pratiwi,
Ovi Olivia Belida, Azizah Des Derivanti, Dyah Anggraini, Gita Aprinta EB, Indah Ayu Sayekti,
Muchammad Nasucha, Megiana Joris, Mohd Nur Najmi Nuji,
Wan Nur Aqilah Maulad Wan Sulaiman, Anuar Ali, Risa Dwi Ayuni,
Muhammad Agus Humaidi, Laila Qadariah, Reny Dewi Arista, Soraya Ratna Pratiwi,
Ovi Olivia Belida, Anisa Diniati, Venthly Putri Iriani, Yuanita Sari, Rahma Santhi Zinaida,
Yulia Segarwati, Ajeng Dinar Yumita, Risma Kartika, Riska Aristania Hidayat,
Gunawan Tambunsaribu, Rifki Rafid Nugraha, Nathalia Perdhani Soemantri,
Ade Putranto Prasetyo Wijiharto Tunggal, Raditia Yudistira Sujanto, Hari Akbar Sugiantoro,
Imam Syafganti, Raden Virgiani Nurfitriana Prihandani, Ruvira Arindita,
Petani Bin Mohd Noor, Nurbani, Sabariah Bangun, Abdi Sitepu, Meria Octavianti,
Antar Venus, Agus Setiaman, Dorien Kartikawangi.

Edited By

Yani Tri Wijayanti
Yanuar Luqman

**MULTIPLE PLATFORM IN TRANSFORMATIVE PUBLIC RELATIONS,
CULTURAL AND TOURISM**

© Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM) Indonesia

All Rights Reserved

No part of this book may be used or reproduced in any manner, Quoting and reproducing part or all of the contents of First Edition, November 2018

x+318 Page, 155 x 235 mm

ISBN ...

Preface by

Rahma Santhi Zinaida
(Chairwoman of 1st AICCON)

The Writers

Aditya Ramadhan, Liza Dwi Ratna Dewi, Anisa Diniati, Soraya Ratna Pratiwi,
Ovi Olivia Belida, Azizah Des Derivanti, Dyah Anggraini, Gita Aprinta EB, Indah Ayu Sayekti,
Muchammad Nasucha, Megiana Joris, Mohd Nur Najmi Nuji,
Wan Nur Aqilah Maulad Wan Sulaiman, Anuar Ali, Risa Dwi Ayuni,
Muhammad Agus Humaidi, Laila Qadariah, Reny Dewi Arista, Soraya Ratna Pratiwi,
Ovi Olivia Belida, Anisa Diniati, Venthly Putri Iriani, Yuanita Sari, Rahma Santhi Zinaida,
Yulia Segarwati, Ajeng Dinar Yumita, Risma Kartika, Riska Aristania Hidayat,
Gunawan Tambunsaribu, Rifki Rafid Nugraha, Nathalia Perdhani Soemantri,
Ade Putranto Prasetyo Wijiharto Tunggal, Raditia Yudistira Sujanto, Hari Akbar Sugiantoro,
Imam Syafganti, Raden Virgiani Nurfitriana Prihandani, Ruvira Arindita,
Petani Bin Mohd Noor, Nurbani, Sabariah Bangun, Abdi Sitepu, Meria Octavianti,
Antar Venus, Agus Setiaman, Dorien Kartikawangi.

Edited By

Yani Tri Wijayanti
Yanuar Luqman

Cover by:

Ibnu dan Fajar Junaedi

Lay Out by:

Ibnu

Published by

Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM) Indonesia

In cooperation with

ASPIKOM Region South Sumatera

And

Buku Litera Yogyakarta

Minggiran MJ III/1378

PREFACE

The rapid growth of internet use and the use of smartphones today has an impact on the digital technology-based tourism industry revolution. People and businesses connect, exchange and execute transactions in ways never before imagined. The combination of digital platforms, user-generated content and feedback, social media integration, global positioning services, and the use of big data and artificial intelligence, have transformed the way people experience, consume and share information. Public Relations, cultural and tourism are some cases and examples of their growth in many digital base strategies to survive the challenge in disruptive era.

The online travel agency market share increased to IDR 3 trillion in 2015 and is projected to grow 28 percent to IDR 10 trillion in 2020. Digital technology in tourism is used to facilitate tourists in doing seamless customer experience in searching look, book, and pay for tour services. Not only marketing, culture and tourism are also effective with public relations strategies.

Public Relations initially emphasized the function of Public Relations in press agency activities and publicity. Stepping on the modern era, the function of Public Relations has grown to not only focus on these two things but also focus on the process of engagement and relationship building with the public. In the past, Public Relations faced the public only physically, but now it also has to deal with the public digitally or the so-called invisible public. All this happens because we are entering a new era called Disruption Era.

Disruption Era is an era where everything happens randomly, both positive and negative things can become viral in just seconds. Public Relations 4.0 is the era where artificial intelligent and big data era are present. The impact of this phenomenon has not been felt at this time. However, Public Relations must always be aware of this situation. Public Relations is not competing with cross-country public relations, now competing with artificial intelligent and robots and preventing immediate disruptive innovations.

Disruptive innovation is an innovation that helps create new markets, disrupt or damage existing markets, and ultimately replace the previous technology. Disruptive innovation develops a product or service in a way that is not marketable, generally by creating different types of consumers in new markets and lowering prices in old markets. This era makes it easy for anyone to do anything in cyberspace so easily, but it can also be dangerous. Although it initially sounded bad, disruption era was actually an innovation. This era brings the public to all forms of convenience.

The Landscape of Public Relations has changed, where threats faced are no longer only in the real world but also occur in a digital world that cannot be avoided. When conventional methods no longer apply in this era, the most appropriate step is to follow the innovations and changes that occur. This situation makes it clear that Public Relations is no longer limited to initial functions that only refer to press agents and publicity but also must have a strategy in mastering online media in the process of engagement and relationship building with the public. Along with the development of the function of Public Relations, the challenges it faces are increasingly developing.

Era 4.0 is a combination of PR and marketing on the same platform, which involves a digital revolution and technology in it. For example, someone's profile can be seen from the digital track record of what they do in online media and become a big data, so to compare themselves as a public relations with good quality, use social media are wise, friendly and polite because the digital track record is very difficult to remove, and will stick forever in influencing one's image and branding. A good PR must innovate the branding strategy. Brand strategy is needed to build a brand identity that can eventually create name recognition. That is, wherever people call the brand name that is carried, people immediately know what the brand is like and how.

Not all innovation is technological. Although digital transformation has reached the tourism industry in earnest and is gradually changing jobs and customer relations, it is important to understand that technology is not an end, but a means, and that tourism is an individual experience, often shared on- and offline.

In the world of tourism, one issue that has been simplified is travelling itself. The sharing economy has given rise to platforms, which

has undergone exponential growth in services, profits, and number of users. In this context, we need to consider how humans are evolving in the context of a society deeply impacted by technology and, at the same time, how we, the business world, and, consequently, markets all work.

Tourism, as one of the world's transversal economic sectors, has been both witness to and protagonist of these changes. For both public and private tourism entities, ICT has offered indispensable and very powerful tools for Communication, management, logistics, distribution and marketing. It has brought about a digital tourist that is more autonomous, hyper-connected and increasingly demanding, expecting personalized customer service.

One key to understanding this whole change is that technology permeates the reasoning and experiential part of the brain much more powerfully and markedly in the new generations. In the current era of digital evolution, generations understand their environment and the tourism experience differently: some people live in the moment, interacting with all five senses at an individual level, others share it with their close friends and family, and still others do all that and also share it on social media in real time.

This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-PR, e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The authors have conducted a literature review and research in presenting their writings.

Culture + tourism + digital Public Relations are three interesting combinations to examine, especially the tourism sector in Asia which is growing so rapidly and becoming one of the country's constant foreign exchange earnings. As an outcome of 1st AICCON, we produced book chapter written by academics and researchers in the field of communication science. Hopefully what is conveyed by the author can enrich the field of communication science studies, specially cultural, tourism and Public Relations fields. As a closing, this era will

require us to change or become extinct, because disruption will lead to the digitization of the system including tourism and culture and its public relations strategy. With the advent of technological application innovations. this book is expected to be able to produce ideas and actions that can make acceleration in preserving and advancing culture in Asia.

Palembang, November, 12th, 2018

Rahma Santhi Zinaida

Chairwoman of 1st AICCON

DAFTAR ISI

PREFACE.....	iii
CONTENTS	vii
CHAPTER 1. PUBLIC RELATIONS.....	1
Public Relations Marketing Strategy Build Brand Awareness Lima Watch	
<i>Aditya Ramadhan, Liza Dwi Ratna Dewi</i>	<i>3</i>
Analysis Public Relations Function of Telkom University Library in Maintaining Sustainable Image	
<i>Anisa Diniati, Soraya Ratna Pratiwi, Ovi Olivia Belida.....</i>	<i>13</i>
Role of Public Relation in Digital Era	
<i>Azizah Des Derivanti.....</i>	<i>25</i>
New Media as Public Relations Communication Strategy of Ministry of Agriculture to Improve Farmer Empowerment	
<i>Dyah Anggraini</i>	<i>33</i>
Rethinking Culture in Government's Public Relations Practice	
<i>Gita Aprinta EB.....</i>	<i>47</i>
The Public Relation Strategy of Indonesia Police in Elevating Good Image Through Media Relations	
<i>Indah Ayu Sayekti & Muchammad Nasucha</i>	<i>57</i>
The Role of Humas in Improving the Higher Education Image in Ambon State Politech	
<i>Megiana Joris</i>	<i>79</i>
The Effectiveness of Online Public Relations in Utilizing Social Media as a Communication Platform Among the Publics in Malaysia	
<i>Mohd Nur Najmi Nuji, Wan Nur Aqilah Maulad Wan Sulaiman, Anuar Ali.....</i>	<i>89</i>
Managing Relations with Internal Public as Strategy of Public Relations in University	
<i>Risa Dwi Ayuni, Muhammad Agus Humaidi, Laila Qadariah.....</i>	<i>107</i>

Public Relations Strategy of Lamandau Tourism in Promote Cultural Tourism in Lamandau Regency	
<i>Reny Dewi Arista</i>	117
Social Media Influencers in the Beauty Industry as a Form of Public Relations Strategy Today	
<i>Soraya Ratna Pratiwi, Ovi Olivia Belida & Anisa Diniati</i>	127
Perceptions of Journalists Against Media Relations Activities on Public Relations of Semarang City Government	
<i>Venthy Putri Iriani</i>	141
Public Relations Strategy to Promote LRT as a New Branding of Palembang City	
<i>Yuanita Sari and Rahma Santhi Zinaida</i>	153
Personal Brand Establishment of Evita Nuh as Young Indonesian Fashion Blogger	
<i>Yulia Segarwati & Ajeng Dinar Yumita</i>	165
Form of Publication Through Instagram by Public Relations of Bogor City Government (Study at @pemkotbogor)	
<i>Risma Kartika & Riska Aristania Hidayat</i>	175
CHAPTER 2. CULTURAL AND TOURISM	187
The Psychological Approach of Melody in Novel Entitled <i>Out of My Mind</i> by Sharon M. Draper	
<i>Gunawan Tambunsaribu</i>	189
Representation of Betawi Ethnic Identity on Bens Radio	
<i>Rifki Rafid Nugraha & Nathalia Perdhani Soemantri</i>	203
Communications Pattern in Wisata Bahari Terpadu Program (Case Study Pattern and Dyanmic Communications in Wisata Bahari Terpadu Program at Samas Beach, Bantul, Yogyakarta Province)	
<i>Ade Putranto Prasetyo Wijiharto Tunggal, Raditia Yudistira Sujanto & Hari Akbar Sugiantoro</i>	215
Evaluating the Official Instagram Account of Destination (The Case of Indonesia)	
<i>Imam Syafganti</i>	233
Tourism's Destination Image of Eastern Indonesia on Online Media	
<i>Raden Virgiani Nurfitriana Prihandani & Ruvira Arindita</i>	249

Study Abroad Program for Malaysia’s In-Service Japanese Language Teachers	
<i>Petani Bin Mohd Noor</i>	261
Family Communication Model of Fishermen Community in Tanjung Balai City, Sumatera Utara	
<i>Nurbani, Sabariah Bangun & Abdi Sitepu</i>	271
Promotion Tools in Destination Branding “Wonderful West Java Indonesia”	
<i>Meria Octavianti, Antar Venus, Agus Setiaman</i>	281
Literature Study Concerning Communication and Organization Change: Innovation, Organization Adaptation and Communication Technology	
<i>Dorien Kartikawangi</i>	295

CHAPTER 1.

PUBLIC RELATIONS

Public Relations Marketing Strategy Build Brand Awareness Lima Watch

Aditya Ramadhan, Liza Dwi Ratna Dewi

Fakultas Ilmu Komunikasi, Universitas Budi Luhur

✉ adityaramadhan252@gmail.com

✉ liza.dwiratna@budiluhur.ac.id

ABSTRACT

Marketing Public Relations is an important aspect in a company to build brand awareness. Brand awareness is the stage of consumer recognition of goods that he did not know before and the goal is to create success into the minds of consumers to find out Lima Watch. Based on this, this study aims to find out how Marketing Public Relations Strategy Lima Watch in build its brand awareness. The formulation of the proposed problem is "How Marketing Public Relations Strategy build brand awareness Lima Watch?. The research used theory of Mega Marketing Mix 6P by Philip Kotler. The subject of this research which consisted of a Key Informant and Informants. The object of this research was the Marketing Public Relations strategy in build brand awareness of Lima Watch. The data were collected through non-participant observations, semi-structured interviews, literature and documentations of research object. The method used in this research is descriptive qualitative. The results of this study show that, Public Relations Marketing strategy build brand awareness Lima Watch is to use Theories Mega Marketing Mix 6P that is Product: wood becomes the attraction of the watch. Price: determine the price according to the quality offered. Place: choosing distribution channels which fit the concept and lifestyle product as: The Goods Dept, The Watch Co, and expand the market to foreign countries. Promotions: promoting through online media such as Instagram, advertising in social media, participating in various events both locally and internationally. Power: the superiority of product trusted to work with big brand Disney. Public Relations: build trust to consumers, publish through event activities, promote the company and presented new product. After implementing the Marketing Public Relations strategy, Lima Watch identify market before branding process.

Keywords: Strategy, Marketing Public Relations, Brand Awareness

INTRODUCTION

Strategy is a way to gain success in company. Strategy is an effort which do company improving the condition a company. Strategy is divided into several aspect like increasing employee motivation, maintain image, and one of them is a promotion strategy. Marketing Public Relations is a part of the activity and public relations program in marketing strategies. With a process, planning and evaluation program which can stimulate consumer purchases and satisfaction. Through communication, information can be trusted through positive impressions generated and related to corporate identity for the product as needed, desire, attention and interest for consumers.

Providing good service is a responsibility that must be done by the company so that a good relationship can be established between the company and the consumer. Service quality Marketing Public Relations can be linked to customer expectations and satisfaction. This can be used as a strategy in building brand awareness. Brand Awareness, the brand get positive things, the brand can be known and interest by consumers. With good brand awareness, will be able to distinguish the company and its products from the competitors. The company must use the right strategy to maintain its products to be more attractive and known by consumers. Not only foreign brands but domestic brands that continue to innovate building brand awareness.

Building brand awareness of a product is not easy, there is an obstacle, then building brand awareness in the community, good communication and relationship are needed for the people, so that the brand can be embedded people's minds. Company must understand well the needs and the desires of the people. This is because, tight competition with other watch brands in general. Some brands of wooden watches competing to provide good services and quality from the competitors. Each Company has different characteristics in building brand awareness to consumers, as has been at is done by PT Lima Indoestri, differentiator is one of the main keys in building brand awareness that is located on strategies or activities which is conducted by Marketing Public Relations.

Lima Watch is a genuine Indonesian wooden watch brand, established in 2012, only introduced and marketed by the public in 2014. Lima Watch is a local watch brand that has the potential penetrate global market, product quality is the main capital of Lima Watch in creating and developing business. This can be pretty good thing done by Lima in competing in the

business world with competitors, this is where the role of Marketing Public Relations is needed in building brand awareness.

One of the things that can be done in building brand awareness namely by Marketing Public Relations, more precisely the public relations marketing strategy building brand awareness Lima Watch. One of strategies that Lima has done innovating products namely by using wood as the main base material, besides determining prices according to the quality offered, choose a distribution channel that is in accordance with the product concept and the target market Lima Watch, participate in events held both locally and internationally, Lima Watch collaborated with Disney. A Company needs to package products in way that is different from competitors, both in the excellence and uniqueness of the product terms of service as an effort to introduce the product to the right market. Company applies a strategy Marketing Public Relations to be able to compete, because company has competitors, as well as Lima Watch which also have other competitors.

The study aims examined Lima Watch as research because Lima Watch is Indonesian original watches, but these watches brand better known in a foreign country but domestic market. Even watches brand trusted the big brands as Disney, but many Indonesian people is not aware the product of the brands, This is what Lima building brand awareness to public.

In addition the reason researchers Lima Watch, because researchers want to find out public relations marketing strategy building brand awareness Lima Watch as well as testing the public relations marketing strategy building brand awareness Lima Watch in located Kompleks Aries Niaga, Blok A-1, No 2, Meruya Utara (West Jakarta). Managing Director Of PT Lima Indoestrie (Lima Watch) by Herman Tantriady.

LITERATURE REVIEW

Based on the background of the problem above, then the formulation of the problem in this study is “How Marketing Public Relations Strategy build brand awareness Lima Watch? In accordance with the formulation of the problem, then the purpose study is to know marketing strategy of public relations in building brand awareness Lima Watch.

According to British Institute of Public Relations (IPR) quoted by Jefkins and Yadin, “Public Relations is overall planned efforts and continuous in order to create and maintain goodwill and mutual

understanding between and organization with all the audience.” (in,Jefkins and Yadin,2014:9).

According to Kriyantono (2014:293), Public Relations function is “creating a positive image of the organization by maintaining good communication, increasing mutual understanding between companies their public, maintain the attitude and behavior of himself and the members of the organization. (good moral and manners).” ” According to Cutlip&Center and Canfield in his book *Effective Public Relations* ninth edition.(2011:45-47), Role of Public Relations is “Technical Communication, Expert Advisor, Communication Facilitator, Problem Solver Facilitator.”

According to Cutlip, Center and Broom quoted by Morissan in his book *Manangement Public Relations Strategy To Become Professional Public Relations*, “Scope Public Relations can be divided into six fields of work that is: Publicity, Marketing, Public Affairs, Issue Management, Lobby, Investor Relations.”(Morissan,2010:14-30).

Implementations of activities Public Relations certainly has the final goal that is obtaining a positive image from the public. Jefkins in his book *Public Relations* (2014:63-64) said that the purpose of Public Relations among others are: “change the general image in the public, increase the quality of prospective employees, introduce the company to a wide public, prepare for the issuance of additional shares, or because companies that will go public, improve relations between the company and its audience.” Strategy according to Robbins quoted by Cutlip, Center and Broom define strategy as the determination of long-term business goals and objectives and implementation efforts and allocation of resources needed to achieve this goal”.(in, Cutlip, Center and Broom,2011:353). According Soemirat&Ardianto (2010:154), Public Relations used inmarketing planning to achieve a number of goals : help companies and their products be better known, help introduce new products or product improvement, help improve a lifestyle product for example perfecting ad messages and sales promotion by adding new information, looking for new market share and expand its existence, establish all positive images for the product or company.

Understanding of the brand according to David A.Aeker is “names and symbols that is distinguishing (as logo, stamp, or packaging) with the intention of identifying goods and services from a seller.” (Ruslan,2010:238).

Kotler in his book entitled marketing management (2009:346) define brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a category certain goods and services.” According to Philip Kotler brand awareness is the ability of consumers to identify brands under different conditions.”(2009:346).

One of the related strategies with marketing activities is marketing mix strategy define by Kotler and Armstrong which states that”marketing mix as the set of controllable marketing variables that the firm bleads the respons it wants in the target market”.

From this definition it can be interpreted that the marketing mix are expected variables from the target market. There are four elements marketing mix (Marketing Mix-4P) that is Product, Price, Place and Promotions. See the development of marketing in the context of competitive turmoil in the world. Philip Kotler add two elements that is Power and Public Relations thus becoming 6P and known by Mega Marketing Mix.

RESEARCH METHOD

The paradigm used in this study is post-positivism paradigm. The reason reseachers use post-positivisme paradigm is to develop relevant statements and related research object and explain on the view of post-positivism objectively. In this research, researchers focus on the pos-poitivism view because researchers try to explain and explain to reality to find out How Marketing Public Relations Strategy build brand awareness Lima Watch.

This study uses qualitative method with the aim to explain the phenomenonas deeply as possible and through deep data collection. According to Bogdan and Taylor (1975:5) quoted by Moleong: Qualitative Method as a research procedure which produces descriptive data in the form of written words or verbal from people and observable behavior. According to them, this approach is directed at the individual's setting holistically. So in this case, cannot isolate individuals or organization into variables or hypotheses, but need to look at it as part of a wholeness. (in, Moleong, 2013:4). According to Rakhmat (2002:25-26), despite Rakhmat say keep descriptive method, reserachers are more likely to say method is descriptive-qualitative method because from the description, also seen qualitative nuances even though researchers are not completely become a key research instrument, as in qualitative research. (in, Ardianto ,2010:60).

Researchers used qualitative descriptive research methods, in this case researchers want to describe qualitatively, express through words, chart, picture and also about how marketing public relations strategy build brand awareness Lima Watch. The Subject in this study is Key Informant and Informant. Key Informant by Founder Mr Herman Tantriady and Informant Eka Putra Satya and Ken Khalid the researcher expected to provide appropriate data in accordance with the problem sought. The Object in this study is Lima Watch, with reason to find out activities or what strategy is carried out by the marketing division Lima Watch build brand awareness Lima Watch. According to Rakhmat Kriyantono, "primary data is data obtained from the data source or first hand, this data source is usually the respondent or research subject from the results of filling questionnaire, interview, observation in content analysis." (Kriyantono, 2014:41-42). Data obtained is the result of an interview and observation by using semistructured interview and nonparticipant observation.

. Researchers besides using technique semistructured interview and nonparticipant observation, because researchers only act observing or observed what is researched without taking part doing activities or activities carried out by the object of his research. According to Rakhmat Kriyantono, Secondary data is data obtained from the second source or secondary source. In other words secondary data is data obtained from literature studies, data or information that has existed before, not directly for example by studying reading sources, company document related or researchers problems. (2010:44). The researchers also obtained data from other sources as reading source, research report, documentation of activities at the time of interview.

RESULTS AND DISCUSSION

Researchers have conducted interviews to Key Informant and Informants and explained the results of the interview from Owner, Marketing Division and Content Planner. The strategy that was carried out was already running the strategy carried out well but needs to be rebuilt both in terms of service, quality, to brand awareness of consumers. Based on the results of research conducted by researchers to Lima Watch build brand awareness, researchers can conclude Public Relations Marketing Strategy build Brand Awareness Lima Watch that is by using Mega Marketing Mix Theory by Philip Kotler. There are six elements (6P) Product, Price, Place, Promotion, Power and Public Relations.

A. Product

Lima Watch build brand awareness that is make unique product innovations and have high creativity. Wood Becomes an attraction the watch material. Provide products variations starting from model, packaging and new concepts that in the market. Creating the latest products that can compete has great potential to grow to reach a wider market.



Image 1

Packaging Lima Watch by using wood

B. Price

Lima in determining prices already in accordance with market segmentation, determine price according to the quality offered and can increase its own selling value in people's minds, so that people can be interested in knowing the product.

C. Place

Place is very important in supporting cooperation between one party with other parties, so that it gets profit from both sides. Choose appropriate place with concepts or modes, production is very important build brand awareness in public. Distribution channels that cooperate among only The Goods Dept, The Watch Co, Red Dot Design Museum (Singapore) and Mao-mao (Hongkong).

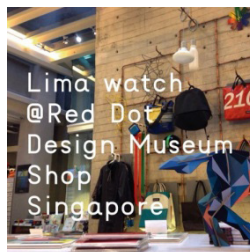


Image 2

Stockist cooperate with Lima Watch.

D. Promotions

That the means of promotion are carried out by Lima Watch by doing a strategy through online media as Instagram, make digital campaign, follow various events both held locally and internationally as Brighspot Market, Basha Market and Tokyo Design Week.

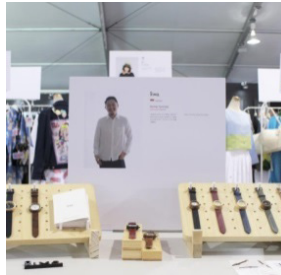


Image 3
Event which conducted Lima Watch

E. Power

With the advantages possessed Lima Watch, Lima trusted by Disney for to cooperate and collabs product, other than that Lima collabs with influencer as AyangCempaka.

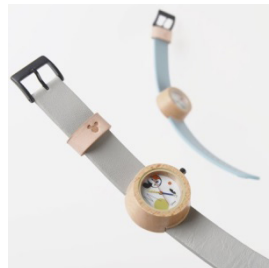


Image 4
Lima X Disney

F. Public Relations

Maintain relationships with internal parties and external parties, Miantain relationships with stoksist or vendor a cooperate, make publications through the event Lima Watch, Maintain good relations with international lifestyle media, other than that in the marketing division whis in conducted company is promote the company, build trust to consumers and introducing new product.

CONCLUSION

Conclusion from research regarding strategy done is Marketing Public Relations build brand awareness Lima Watch, among them:

1. (Product) The Strategy done is innovate product are unique and have high creativity. Wood is the attraction of the watch. Provide a variety of products starting from model, packaging or new concept an unique.
2. (Price) The Strategy done is determine prices that are in line with market segmentation, determine prices according to the quality offered, can increase its own selling value in the minds of the people, so people are interested to find out the product.
3. (Place) Which is conducted choose distribution channels that match the product concept, market products through companies in cooperated with Lima Watch as The Watch Co, The Goods Dept, and then market product in International as Singapore and Hongkong.
4. (Promotion) The Strategy done is promotion through online media such as Instagram and social media ads. Participate in various events both held locally ad internationally.
5. (Power) The advantage of these products, recognized and trusted by Disney to cooperate and collabs product.
6. (Public Relations) The strategy done is foster good relations with consumer and stockiest, promote brands, cooperate with media especially international media in publication, build trust in consumers.

REFERENCES

- Ardianto, Elvinaro. 2011. Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif. Bandung: Simbiosia
- Ardianto, Elvinaro. 2013, Handbook of Public Relations Pengantar Komprehensif. Bandung: Simbiosia
- Cutlip, Scott. A. Center, G. Broom. 2001. Effective Public Relations Edisi Kesembilan. Jakarta: Prenada Media Group
- J. Moleong, Lexy, 2010. Metodologi Penelitian Kualitatif, PT. Remaja Rosdakarya, Bandung
- Jefkins, Frank, Daniel Yadin 2014, Public Relations Edisi Kelima. Jakarta: Erlangga

Kotler, Philip, 2015. *Manajemen Pemasaran Edisi 13 Jilid 2*. Pearson Ex
Kriyanto, Rachmat. 2014. *Teknik Riset Komunikasi : Disertai Praktis
Media, Public Relations, Advertising, Komunikasi Organisasi,
Komunikasi Pemasaran*. Jakarta: Kencana
Morissan, 2010. *Manajemen Public Relations : Strategi Menjadi Humas
Profesional*. Jakarta : Kencana
Ruslan, Rosady. 2014. *Manajemen Public Relations & Media Komunikasi:
Konsepsi dan Aplikasi*. Jakarta: Rajawali Pers.
Salim, Agus. 2006. *Teori dan Paradigma Penelitian Sosial Edisi Kedua*
Yogyakarta: PT.TiaraWacanaYogyakarta.
Sugiyono.2015. *Memahami Penelitian Kualitatif*.Bandung :Alfabeta

Website

<https://www.limawatch.com> diakses pada tanggal 3 May 2018 Pukul
13.02 WIB
<https://www.instagram.com/limawatch/> diakses pada tanggal 1 May
2018 Pukul 16.00 WIB

Analysis Public Relations Function of Telkom University Library in Maintaining Sustainable Image

Anisa Diniati, Soraya Ratna Pratiwi, Ovi Olivia Belida

Institut Teknologi dan Bisnis Kalbis

✉ anisa.diniati@kalbis.ac.id

ABSTRACT

Telkom University Library calls itself as Open Library, because they applied three main concepts, namely: open for any kind of knowledge, open for sharing catalog and resources with other institutions, and open for everyone who want to learn and share. Identity of Open Library, both physically and non-physically, is a reflection of the library's reputation of their institution, which in building a good reputation requires efforts to maintain a sustainable image. This study aims to determine the function of Public Relations of Telkom University Library in maintaining a sustainable image. This research uses qualitative approach with case study as a research method. Data obtained through interview with Public Relations staff in Open Library. The results show that Telkom University Open Library have principles that "all librarians are Public Relations". All Public Relations activities in Telkom University Open Library are existence from Public Relations function in maintaining sustainable image. Public Relations Function of Telkom University Library in maintaining sustainable image is an application of quality of service, the trust value of the public, and goodwill displayed by Telkom University Open Library.

Keywords: Image, Library, Open Library, Public Relations, Telkom University

INTRODUCTION

Public Relations in general are identical with practitioners and professionals in an organization or company. A Public Relations is also identical as a mediator between the institution and the public. But the facts in the field that researchers encounter, there is the role of Public Relations is not only as a mediator for the institution, but for more specific areas. In Telkom University, they have Public Relations division as a bridge between university and its public, but not only that, Telkom University Library (Scientific and Library Resources Unit) which is named as the "primadona" of the campus has its own Public Relations.

According to Wilcox, Ault, & Agee (2006:203), Public Relations offices in colleges provide publicity and news services, coordinate special events including tours and exhibitions, and execute a variety of other tasks such as writing a speech and providing information. Public Relations Staff at college are associated with a number of people; primarily students, faculty and staff, parents, alumni, related communities, supervisory boards, funding agencies, research and support institutions.

The role of PR in the college area described by Dennis et al above is overall role of PR, while the specific role of PR such as the Scientific and Library Resources Unit play an active role in the provision and improvement of the quality of scientific resources and library materials, both from the academic community and from outside, so that the resources of science and library materials can be utilized for the benefit of Institutional management and support the implementation of “Tri Dharma College” that is learning process of teaching, research and community service.

Telkom University Library calls itself as Open Library, because they applied three main concepts, namely: open for any kind of knowledge, open for sharing catalog and resources with other institutions; and open for everyone who want to learn and share. Based on the services, internal and external activities, supporting facilities, to the concept of place that makes people feel comfortable; Telkom University Open Library image is very good. This positive image is recognized by the Head of National Library (Perpusnas) Muh. Syarif Bando. He admitted to be amazed by the concept of minimalist style presented by the Open Library Telkom University. In the online media that researchers get (news.detik.com) he mentioned that modern libraries such as Telkom University’s library marked a world civilization that would make a big contribution not only to the internal one but to all Indonesians. According to him, the Telkom University Open Library concept becomes a role model of library development in Indonesia.



Area Alun-alun

Figure 1. The Concept Of Green Futuristic in Telkom University Open Library
Source: www.openlibrary.telkomuniversity.ac.id

The positive image of Telkom University Open Library is also acknowledged by Telkom University students, lecturers, and staff who feel comfortable while doing the tasks, discussing, and looking for literature in the library. Based on the researcher's observation, there are some uniqueness in terms of physical and non-physical that make the academic civitas of Telkom University and external parties feel comfortable to visit here, including the modern minimalist style, the concept of green futuristic, and adequate facilities.



Area Discussion Room

Figure 2. Facilities in Telkom University Open Library

Source: www.openlibrary.telkomuniversity.ac.id

Image is the main goal, and at the same time is the reputation and achievements to be achieved for the world Public Relations (Ruslan, 2010:75). He also said that although the image is abstract and cannot be measured systematically, but its form can be felt from the assessment of good or bad. The results of the assessment based on interviews and observations of student representatives, staff, and lecturers, Telkom University Open Library image get a very good assessment or positive image.

Another uniqueness of Open Library Telkom University, they not only provide services in the form of literature review, but they are also actively conducting activities such as seminars, staff exchange abroad, and no less interesting is the presence of visits from external parties, whether it is from domestic and abroad, both from domestic and abroad. Based on the results of observations of researchers in the field while visiting as a conference participant at Telkom University, Open Library made object for campus tour.

The identity of Open Library Telkom University, both physically and non-physically, is a reflection of the reputation of their institutional

libraries, which in building a good reputation requires efforts to maintain a sustainable image. The function of Public Relations applied by Telkom University Library is quite interesting, especially in maintaining its already well-known positive image.

Maintaining a sustainable image is one of the roles and functions of Public Relations, and to maintain a sustainable image, then a Public Relations can not only focus on the uniqueness in terms of physical and non-physical, but must pay attention to the importance of maintaining good relationships with internal and external parties. Based on www.agilitypr.com, Public Relations specialized functions are categorized by the public's with which relationships are established, and to whom appeals are made to understand and/or accept certain policies, procedures, individuals, causes, products or services. Practitioners who perform specialized functions may play a management role, operate as a communications technician, or function in a dual role.

This study aims to determine the function of Public Relations Library Telkom University in maintaining a sustainable image. The hope in this study can be one of the basis to continue to maintain or enhance the reputation of libraries within an institution through the role of Public Relations, which one of its functions is to maintain a sustainable image. In addition, this research is also part of one way Public Relations of Telkom University Open Library to share experiences for libraries in other institutions, especially in academics.

LITERATUR REVIEW

Achieving Positive Images

The image base is rooted in "confidence values" which are concretely given individually, and are views or perceptions. According to Ruslan (2010:75) the definition of image is abstract (intangible) and cannot be measured systematically, but the form can be felt from the assessment of good or bad.

Assessment or response of the community can be related to the emergence of respect, good and favorable impression on an image of the institution or product (goods and services) which is represented by the Public Relations (Ruslan, 2010, 75-76).

Achievement of positive image of an institution according to Ruslan (2010:77) not apart from the quality of service that has been

given, the trust value of the public, and goodwill displayed by the institution concerned. In addition, according to the researchers, image achievement is also largely determined by the views of others about the company. Frank Jefkins (in Ardianto, 2013:62) also states that the image is the individual's impression of something that arises as a result of his knowledge and experience.

Public Relations Function

The typical 12 functions of public relations can be categorized by competencies, the four-step process, and others (www.praccreditation.org): 1) Trusted counsel – Advise and anticipate; 2) Internal communication – Engage employees; 3) Media relations – Develop public trust; 4) Community relations – Establish public support; 5) External communication – Build public support and trust; 6) Advertising – Information placed in the media by an identified sponsor that pays for time or space; 7) Marketing – Management function that identifies human needs and wants, and offers products and services to satisfy those demands by targeting customers; 8) Press agency – Creating newsworthy stories and events to attract media attention and gain public notice; 9) Publicity – Information from outside source used by the media because it has news value; 10) Public affairs – Specialized area of public relations that builds and maintains mutually beneficial governmental and community relations; 11) Government relations – Involves flow of information to and from legislative bodies; and 12) Lobbying – Primary purpose is to influence legislation and regulation.

RESEARCH METHOD

In this study, researchers used a qualitative approach with case studies as research studies. Case study according to Creswell (2014:135-136) is a qualitative approach whose research explores real-life, contemporary limited systems (cases) or various limited systems (various cases), through the collection of detailed and in-depth data involving multiple sources of information or multiple information sources (e.g. observations, interviews, visuals, and documents and reports), and report descriptions and case themes.

“There is no more descriptive approach to public relations than the case study. A case study describes and analyzes a person, an organization, or an event in detail.” (Stacks, 2011:157).

The reason for the researchers using case studies is to illustrate a unique case. The unique case in this research, where the existence of Public Relations as far as learned is that those who work as caretaker for an institution, but in Telkom University the role of a Public Relations not only build the image of the institution in general, but the library of Telkom University provides a special Public Relations with one of its aims to maintain a positive image in the library. That is, the case has an unusual interest and needs to be described. Efforts that researchers can do is to understand the issue, then refine it by collecting various forms of qualitative data, starting from an interview with a Public Relations at the Open Library Telkom University, interviews with students, lecturers and staff at Telkom University, then make observations, document studies, to audio-visual materials.

“Case studies... are in-depth studies of particular people, organizations, events, or even processes. They provide a richly detailed and complete understanding of the case under study. Case studies are found in most applied disciplines, from business to law to advertising to medicine to public relations. They offer insight into good and bad practice. A case study also helps us to understand theory, but theory as applied to specific situations.” (Stacks, 2011:157-158).

In this study, the researcher uses Miles and Huberman Data Analysis Model which consists of: a) Data Reduction, that is data reduction means summarize, choose the basic things; b) Display data, which presents in the form of tables and images for data arranged in a pattern so that will be more easily understood; and c) Conclusion Drawing or Verification is to draw conclusions and verification (Sugiyono, 2012: 246).

RESULTS AND DISCUSSION

Telkom University is one of the biggest and most modern private universities in Indonesia. Fast growth of ICT (Information and Communication Technology) combined with the cultural diversity of Indonesia leads Telkom University to focus on ICT-based education and research in the field of engineering, business, and creative industry. In relation to ICT-based campus, all existing performance management is based on ICT, including management and services provided by Telkom University Open Library.

“This library is supported by digital information technology to anticipate rapidly changing technology. Through digitization, we can establish

networking with the library in the country and abroad.” (Rector of Telkom University, Mochamad Ashari).

Library need people to establish and maintain mutual understanding between the library and the public (users), and Ajeng as Public Relations staff said that Public Relations activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's materials, programs, and services. And she said about four principal methods to communicate with the public (personal competencies), namely: a) advertising; b) lobbying; c) publicity; and d) press agents.

“Librarian as an image maker, it is the relationship of your library with its users, with the community, with your trustees or library committee, with dealers, with researchers, with your staff and the administration for which you work...” (Interview with Ajeng as Public Relations staff in Telkom University Open Library).

Based on four principal methods to communicate with the public, Ajeng said that Librarian as Public Relations in Telkom University (best practice) must support lifelong learning sustainability. There is the support they have done: 1) Program director of Telkom University literacy event; 2) Book donation; 3) Open discussion; 4) Creating publicity (Open library news); 5) Media publication; 6) Radio on air; 7) Initiate partnership; 8) Ask a librarian; 9) User education/open house; 10) Open library tour; 11) Program director for library launching; 12) Library in the box; 13) International corner; and 14) Info graphic of services.

All activities that they have done are one of their ways to show efforts to maintain a sustainable image. Telkom University Open Library have principles that “all librarians are Public Relations”, because they think that Public Relations as personal competencies towards professional librarian in 21st centuries. That principle makes all librarians in the Open Library to apply the Public Relations function through the application of easy and convenient facilities, and pleasant service.

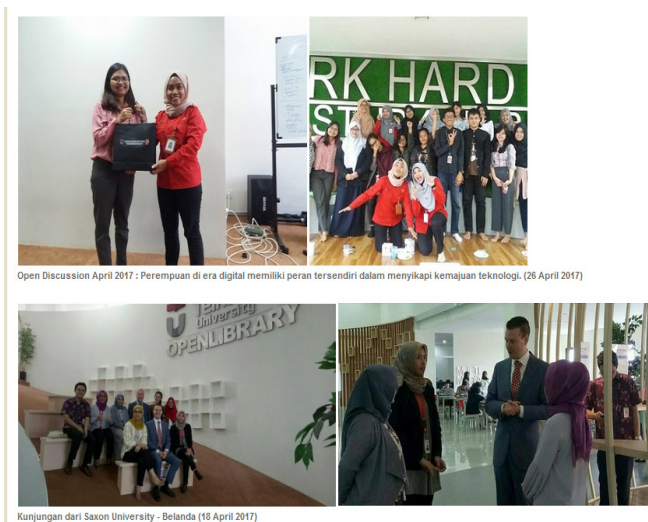


Figure 3. Public Relations Activities in Telkom University Open Library

Source: www.openlibrary.telkomuniversity.ac.id

All Public Relations activities in Telkom University Open Library are existence from Public Relations function in maintaining sustainable image. Why sustainable image? Image of Telkom University Open Library already known positive, and Public Relations function must maintaining that image.

Achievement of positive image of an institution according to Ruslan (2010:77) not apart from the quality of service that has been given, the trust value of the public, and goodwill displayed by the institution concerned.

- a. *First*, the quality of service at Telkom University Open Library has been proven from service provision “Ask a librarian” such as Whatsapp, Facebook, email, User Education Class, Line official, Instagram; the existence of physical and non-physical facilities that apply the concept of ‘green futuristic’, which open library supported by digital information technology, so that all academic civitas can use the facility easily and comfortably. As an ICT-based campus, the civitas academica Telkom University can browse the various literatures through website www.openlibrary.telkomuniversity.ac.id. According to Wilcox & Cameron (2012:329) “from a public relations standpoint, a website is literally a distribution system in cyberspace. Organizations, for example, use their websites to

market products and services and post news release, corporate backgrounders, product information ...the public, as well as media personnel, can access the information, download selected materials into their computer...”

- b. *Second*, the trust value of the public has been proven from the number of visits from external parties, ranging from visits to the Ministry of National Library of Indonesia, mass media, to various visits from universities in the country or abroad; and then creating publication through various media publication; Initiate partnership with various industries; and hold Open Library tour. To maintain the trust value, Telkom University Open Library establish good relationship with mass media, so all positive information about Open Library can be presented well in mass media. According to Sulistyorini (2015: 36), the communication that needs to be presented when communicating with external parties is to display communications that are informative and persuasive.

“Informative means that content is submitted honestly, thoroughly, based on facts. While persuasive means that communication is done based on the principles of science persuasion, which arouses public attention so that arises a sense of interest. “

In addition, this communication media is necessary because it becomes a very important and efficient means of communicating with the public (Iriantara, 2011:29).

- c. *And the last*, goodwill displayed by Telkom University Open Library with various parties is Program director of Telkom University Literacy Event, book donation, and open discussion. When researchers ask about their goodwill, all activities are included in CSR (Corporate Social Responsibility) activities. Their CSR activities are one of the efforts to maintain a sustainable image. They always try to bring the best performance of their company (Telkom University Open Library). Fauset (in Butterick, 2014:98) believes that CSR helps generate the image that a company cares about the environment, to mask its negative impact by fulfilling the media with a positive image of the corporate CSR's mandate.

Table 1. Achievement of positive image Telkom University Open Library

	Activity	Detail
Quality of Service	Ask a librarian	Whatsapp, Facebook, email, User Education Class, Line official, Instagram
	User education/open house	
	Program director for library launching	
	Library in the box	
	International corner	
	Info graphic of services	
Trust Value of the Public	Creating publicity	
	Media publication	tribunnews.com; aboutcirebon.id; prfmnews.com; Pikiran Rakyat; Sindo; Galamedia; etc.
	Radio on air	PR FM 107.5 FM News channel
	Initiate partnership	Bank Indonesia, GOETHE INSTITUTE, Bank BJB, Bandung Creative City Forum, Bank Mandiri, and PR FM 107.5 FM
	Open library tour	Visitation from University Tun Hussein Onn Malaysia; Visitation from UIN Syarif Hidayatullah Jakarta; Visitation from STIMIK Dharma Wacana; Visitation form Sumatera Utara; Visitation from SD Alam Pelopor & Duta Baca SD Salman Al-Farisi
Goodwill Displayed by the Open Library		2014 - in collaboration with Cakrawala Baca (Talkshow with Ridwan Kamil, Netty Heryawan, Dik Doank; Book donation; Community exhibition; and Webinar with Nelly Andon from Connect Indonesia)
	Program director of Telkom University literacy event	2016 - For the love of knowledge (Talkshow; Afternoon literacy with Pidi Baiq; Book donation; and Book fair)
		2017 - 23 Session of workshop , seminar, storytelling, movie festival, and literacy performance
	Book donation (Universities, school libraries in remote area, communities)	Collaboration with The Asia Foundation "Books for Asia"
	Open discussion	

Source: Open Library Data is Processed by Researchers

All achievement of positive image Telkom University Open Library is the achievement of a librarian who implements the Public Relations function. Based on www.praccreditation.org, there are the typical 12 functions of public relations, but functions that implemented by Open Library librarian only 10 functions, that is internal communication, media relations, community relations, external communication, advertising, marketing, press agentry, publicity, public affairs, and government relations.

CONCLUSION

Telkom University Open Library has principles that “all librarians are Public Relations”. That principle makes all librarians in the Open Library to apply the Public Relations function through the application of easy and convenient facilities, and pleasant service. All Public Relations activities in Open Library are existence from Public Relations function in maintaining sustainable image. Public Relations Function of Telkom University Library in maintaining sustainable image is an application of quality of service, the trust value of the public, and goodwill displayed by Telkom University Open Library.

REFERENCES

- Ardianto, E. 2013. Handbook of Public Relations (Pengantar Komprehensif). Bandung: Simbiosis Rekatama Media.
- Butterick, Keith. 2014. Pengantar Public Relations Teori dan Praktik. Depok: Rajawali Pers.
- Creswell, J. W. 2014. Penelitian Kualitatif & Desain Riset (Memilih di antara lima pendekatan) (3rd ed.). Yogyakarta: Pustaka Pelajar.
- Iriantara, Yosol. 2011. Media Relations. Bandung: Simbiosis Rekatama Media.
- Ruslan, Rosady. (2016). Manajemen Public Relations & Media Komunikasi. Jakarta: PT RajaGrafindo Persada.
- Stacks, Don W. 2011. Primer of Public Relations Researcher—2nd ed. New York: The Guilford Press.
- Sugiyono. 2012. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Penerbit Alfabeta.
- Sulistiyorini, Dyah. 2015. Komunikasi Korporat & Manajemen Pengetahuan. Jakarta: Antara Publishing.

- Wilcox, Dennis L., Phillip H. Ault., & W. K. A. 2006. Public Relations Strategi dan Taktik (Jilid Dua). Batam: Interaksara.
- Wilcox, Dennis L., & Glen T. Cameron. 2012. Public Relations Strategies and Tactics. New York: Pearson.
- www.agilitypr.com/resources/pr-glossary/public-relations-specialized-functions/, Retrieved July 9, 2018.
- www.praccreditation.org/resources/documents/APRSG-PR-Mgmt-Function.pdf, Retrieved July 9, 2018

Role of Public Relation in Digital Era

Azizah Des Derivanti

The Jakarta Institute of Social and Political Sciences;

✉ azizahdeshaha@gmail.com

ABSTRACT

Rapid growth of information technology has been felt by most people. Simple technology has changed into modern and fast, and led to the impact on information behavior in all areas, namely the field of education, health, entertainment, information resources, business and communications - without limits of place and time. The need for faster and cheaper information would require that to have an online media. Online media users have unconsciously created an online community and expand into virtual communities. This development has seemed to force people to accept changes, so there is a shift in a role of Public Relations performance from simple to modern. There has been a change in the role of public relations such as; in serving its customers, obtaining consumer data as well as changes in consumer services, through ticket purchase applications such as ticket.com, traveloka, blibli.com, etc. It can be said that Public Relations now is very close to consumers and [has run its role as a bridge between industry and consumers.

Keywords: technological change, role of Public Relations.

INTRODUCTION

Public Relations (PR) works to manage the dissemination of information between individuals or organizations and communities and to carry out persuasive communication that is planned to be designed to significantly influence the public. The purpose of PR is to persuade the public, investors to become external stakeholders of the organization, while internal stakeholders of PR are employee performance in accordance with the agency's vision and mission. The role of Public Relations (PR) as a whole in an organization is divided into four main categories, according to Cutlip et al, (2000), namely: as expert prescriber, communication fascilitator, problem solving fascilitator and communication technician.

PR as an expert prescriber, PR helps management with their experience and skills to provide solutions for solving PR problems faced by an organization. PR as an expert prescriber, helps management work through collaboration with other parts of the organization to find problem solving. PR as communication fascilitator, helps management by creating opportunities to hear public opinion and hear what management hopes. PR as a communication technician, only provides communication technician services for the organization while the decision for the communication technician to be run is determined by other parts of the organization.

In practice, public relations also plays a role in creating a good image of the organization, communicating all forms of information about transparent organizations to the public. It can be said that public relations is the face of the organization, and must understand in detail the information related to the organization. The organization functions for reduce uncertainty from information received from the environment and surrounding it. All information has certain degree of uncertainty and organizational activities are designed for reduce it so “common understanding “will be created. Similarity this understanding is the basis from cohesiveness. According to Weick in Littlejohn (2002), Interaction serves to achieve common meaning among group member and the meanings that individuals together assign to information provide the mechanism by which equivocality is reduce. In the other words, as we interact we come to some amount of common understanding, which reduces uncertainty. The role of PR in external stakeholders must be able to create a positive image in order to increase the organization’s sales in the public.

PR is always related to the outside world so that PR interacts more with external stakeholders, one of whom is the media crew. Public relations needs to approach the media crew, because this is related to the formation of the organization’s image, as time goes by and technological developments, the media spread news not only through conventional media, but through online media as well. The impact of new technology on different companies, but at basically the use of communication technology will speed up communication. According to Corrado (2004, p.76): “Technology new communication has improved communication speed, amount of information that can be sent and accessibility a larger group that consists of people inside and outside company.”

The development of communication technology presents a new medium for PR practitioners, namely contemporary PR media. Contemporary PR media consists of online mass media (online newspapers, digital radio, digital television), online non-mass media (chat, teleconference, vidiocoferencing) and online social media (Facebook, Twitter, Instagram, Blog). The media helps the process of disseminating information to meet information needs that are faster and cheaper, of course, requires information providers to have an online media. The internet is a new medium where people access not only information, but also other people to chat, discuss, debate, and be confident (Sproull and Faraj, 1997). Wright & Hinson (2015) in 10 years of research on social media found that social media has been used in the PR industry and social media has changed the way public relations works. The research also found that there are several social media platforms that most PR practitioners use are Twitter, Facebook, LinkedIn and Youtube. The existence of social media allows PR to also be involved in strategic decision making of the organization and provide input to the upper management (Grunig, 2009). Cyber PR Contribution Maintaining an online identity, qualitative or quantitative research research, can do research in two ways or mix method, make research on the issue of the role of cyber PR in overcoming the communications crisis and crisis management, communicate with the public through dialogue (chat, email confirmation, etc.), and maintain the reputation of Management (companies and individuals). Strengths in cyber PR Strength of Cyber PR:

1. Reach

The range is further, because with internet PR can work and deliver messages from anywhere

2. Convergence

Public relations can work conventionally or through online media

3. Ease to use

Easy to use because the internet can be accessed via several electronic media and can be accessed at any time.

4. Speed

The speed of messages and information is conveyed more quickly to the public

5. Real time

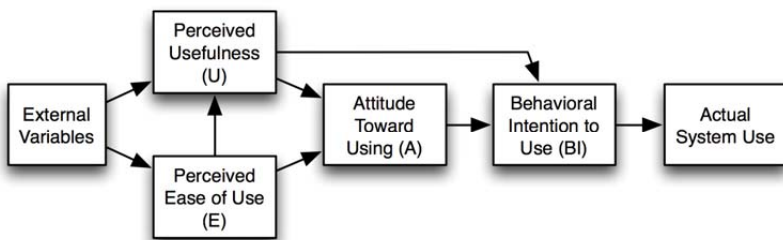
Can be used at any time and the impact given is immediately felt

6. Compression and streaming

Cyber PR, a PR can work via streaming or by sending messages.

PR on the Net or Cyber PR according to Onggo (2004), is a PR initiative that uses internet media as a means of publicity. Brekenridge (2008), some PR cyber activities focus on the interaction of the organization with the public. Based on the definition mentioned, the cyber PR implementation is interpreted as the implementation of PR programs by utilizing online media to communicate with the public. Consumers are no longer as individual buyers but become a network of buyers in cyber PR can be said to be a virtual community of buyers. This virtual buyer community can exchange information so as to make a broad market and critical buyers. So, the company's image is also based on satisfaction and criticism from buyers.

Changes in technology seem to force changes in consumer behavior in the digital era (online), based on the theory of Technology Acceptance Model (TAM) says that with the change in technology, users want to accept and use in everyday life (Davis, 1989). TAM proposes that when users are offered to use a new system, there are factors that influence the decision to use technology, namely usefulness and easy of use.



Purpose of usefulness, user (user) can improve its performance with new technology (digital era), while easy of use user (user) facilitated with new technology (digital era). This technology change, it has an impact on the role of PR in providing services and creating images also utilizing online media. There is a change in PR performance before the existence of the online world, one of them is service in purchasing transportation tickets. Now, PR is facilitated in getting information

related to consumer needs and everything about online data services. The use of online media that supports public relations activities known as Cyber Public Relations is followed by the more sophisticated smart phones and even makes communication media no longer one-way, but communication becomes two-way by involving social media that provides additional channels to communicate with public targets. That statement about internet as a medium of cyber-PR which provides technological sophistication information and as a stimulus are explained further by McLuhan's Media Determinism. According to Marshall McLuhans, "The effect of technology do not occur at the level of opinion or concept, but alter sense ratios or pattern of perception steadily and without resistance" (Saverin&Tankard, 1992). PR through cyber-PR media consists over the intensity, web design and content of the web. These three elements can aligned as a stimulus.

Through social media, there is communication between consumers, giving feedback, criticism and suggestions, indirectly, online consumers have formed online virtual communities. The network of consumers who exchange information makes the market smart and critical so that the role of public relations is needed in carrying out more modern innovations. Positive images can be formed through positive comments from consumers, and can create a negative image as negative comments appear. Lasamana (2014) stated that there is no doubt that there are challenges for public relations practitioners who are considered that public relations means "image making", creating a false image and not being transparent and tends to cover up the facts. This is a false assumption and a negative connotation that must be rectified by PR practitioners.

Rynes and Kabel in Brian D. Lyons and Janet H. Marler (2010, p. 59) in the journal *Public Relations and Image* stated that the most feasible strategy to maintain reputation and improve the organization's image as information technology advances is to provide more information about organizations that can be described through the website. This is necessary because it builds a positive image not only as a response when the public forms a negative impression, but continuously informs the public, because the company's reputation and image are fragile commodities (Seitel, 2009). Supporting Rynes and Kabel's statement in Brian D. Lyons and Janet H. Marler (2010) to balance technological progress, the website display should have 2.0 capabilities, with the concept of user as a source of information. The characteristics of web 2.0

according to Zaki (2009, h.2) page pages change from static to dynamic, information can be shared with the public (sharing information), and there are tools that allow information sharing through social media. There are several advantages that PR can get in using the internet to enhance images and reduce crises, namely information quickly to the public and the internet can be used as an effective advertising medium, a means of disseminating information and promotion.

Cyber PR implementation in disseminating messages offers 7C to be effective (Cutlip, 2009); Credibility (credibility), Context (context), Content (content), Clarity (clarity), Continuity and Consistency, Channel and Capability of the Audience (audience ability). The advantage of PR 2.0 is connectivity, because it creates communication between the external public and the company, through the comments column on the website and on social media used. According to Dowling (2006), there are three public relations roles that are used to improve the organization's reputation, namely direct external communication in order to raise awareness and understanding and appreciation from the main public, explain the company's actions, and internal communication about the company so that employees will feel become part of the company.

Based on the author's observation, conclusions can be drawn that the role of PR in running public cyber activities relations is more dominant in the role of technician communication and facilitator communication. But the role of expert preciber communication problem and solving process facilitator still exists, although not so dominant. The application of the concept of cyber public relations is a form of PR commitment in providing the best service to the community, as well as support for the implementation of the Law on Public Information Openness.

The conclusion of this paper is, Public relations should not only be dominant in two roles including:

1. Implementing technical communication such as: managing news, making press releases, updating the latest information (tecnicion communication)
2. Communication facilitators such as accommodating input, community complaints were then conveyed by the leadership, then communicate it back to the community (communication Facilitator),

But it is also necessary to optimize two other public relations roles such as:

1. Communication experts who provide various important inputs and strategies for decision makers / expert advisors (expert preciber communication).
2. And strengthen the role of Facilitators in the problem solving process which is more involved in crisis conditions (problem solving process facilitator).

REFERENCE

- Breakenridge, D.K. (2008). *PR 2.0; New Media, New Tools, New Audiences*. New Jersey : FT Press
- Breakenridge, D.K. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional*. New Jersey:Perason Education
- Cutlip,S.M., A.H. Center dan G.M.Broom. (2009). *Effective Public Relations* (edisi sembilan). Jakarta: Kencana
- DeSanto, B. (2012). Public Relations Journey into Management. http://www.sagepub.com/upm-data/45033_Moss_and_DeSanto.pdf diakses 23 Juni 2018
- Dowling,G.R. (2006). *Communication Corporate Reputation through Stories. California Management Review*. Vol.49. Nomor 1. Page:82-99. University of California
- Grunig, J. (2009). Paradigms of Global Public Relations in An Age of Digitalisation. Prism6(2). www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.PDF diakses pada 23 Juni 2018
- Holthauzen, D.R. (2006). *Improved Internal Communications in A Large South African Financial Service Organization* dalam Parkinson, M.G dan Daradirek, E. (Eds). *International and Intercultural Public Relations: A Campaign Case Approach*. Boston: Pearson Education
- McDonald, L., dan H. Aparna. (2011). *Back to the Future: Is Strategic Management (Re)emerging as Public Relations' Dominant Paradigm?* Prism 8(1), page 1-16. http://www.prismjournal.org/fileadmin/8_1/mcdonald_hebbani.pdf diakses pada 23 Juni 2018
- Wright, D.K dan D.M Hinson. (2015). *Examining Social and Emerging Media Use in Public Relations. Practice: A Ten-Year Longitudinal Analysis* <http://www.prsa.org/Intelligence/PRJournal/Documents/2015v09n02WrightHinson.pdf> diakses pada 23 Juni 2018
- Zaki, A, dan W. Edy. (2012). *Membuat Web Mobile dengan JQuery Mobile*. Jakarta: Elex Media Kompetindo

New Media as Public Relations Communication Strategy of Ministry of Agriculture to Improve Farmer Empowerment

Dyah Anggraini

Diponegoro University

✉ adyaikhsanto@gmail.com

ABSTRACT

This study aims to find out and considers the role of new media (Facebook and Instagram) as a means of information acceleration to the public conducted by the Ministry of Agriculture of the Republic of Indonesia relating to all forms of policies and work programs. This is related to how the role of Public Relations as a to intermediary between government and society and minimize the gap that occurred. It also explains how the effectiveness of the use of new media so that information about existing policies and work programs can be delivered with the right target to the society. The use of new media as one of the chosen communication strategy aims to form a positive image of the Ministry of Agriculture. The method used in this study is descriptive qualitative by means of data collection from informants, observation of social media used then the data obtained is processed qualitatively. From the results of this study it is known that social media as a means of information acceleration proved successful in disseminating the policies and programs of the Ministry of agriculture to the public, because as we know, people tend to make social media as a source to seek information. The advantages of this research is to provide inputs the Ministry of Agriculture in particular to choose the right strategy in information acceleration through social media for example by improving the content of social media used.

Keywords: New Media, Government Public Relations, Social Media Behavior.

INTRODUCTION

Public Relations in government has a responsibility to maintain the relationship between government institutions with private institutions as well as with the general public. In its role as a bridge, Public Relations in government should be able to collect, process and disseminate information about the policies, activities, work programs

and achievements that have been achieved by relevant government agencies, to be known by the audience to on how public opinions or responses about government agencies can be delivered.

Information technology in the digital age is currently growing very rapidly. This requires all sectors both private and government in Indonesia to be more effective in utilizing existing technology as one strategy in improving services of information dissemination to the community. Public Relations in government terms has a very big role in disseminating information and policies which are made or conducted by the government. Information revolution has occurred in recent times, in which people are turning to utilize digital technology in search of the information they need. From the beginning who use television, printed media and radio is now turning to online media either social media or other online media. Internet users in Indonesia are increasing in recent years can be utilized by public relations of Government. Based on a survey conducted by *Wearesocial*, in 2018 internet users in Indonesia reached 132 million users or 50% of the total population of Indonesia.

Agricultural Sector with farmers as the main target demands the Ministry of Agriculture to be more vigorous to disseminate information and improve the knowledge of farmers related policies and information about the renewal of agricultural technology and animal husbandry from the Ministry of Agriculture to the farming community directly in a more efficient way by utilizing social media is now widely used by the people of various circles like instagram, facebook and twitter, where information from the government can be disseminate more quickly and directly to farmers, and the Ministry of Agriculture can immediately know the feedback of the information submitted, remembering that the social media is a form of two-way communication.

By using the official Social Media account of the Ministry of Agriculture of the Republic of Indonesia, the information submitted to the public can be justified. The increasing phenomenon of Social Media use in the community and the increasingly easy access of social media is expected to improve information services, transfer of the latest technology and increase extension activities in order to empower farmers. With the utilization of social media is expected that the Ministry of Agriculture can be a dynamic institution where the exchange of information takes place more rapidly and feedback from farmers are also more quickly conveyed to the government, so that

if there are complaints or obstacles in the field of agriculture can be solved more quickly. The use of social media as an extension media in the field of agriculture is expected to help improve the competitiveness of Indonesian farmers in the world and attract young Indonesians to love the world of Agriculture and increase the desire of young people to become part of Young Farmers in Indonesia. Instagram and Facebook as a social media that is widely used by the people of Indonesia can help the program from the public relations of the ministry of agriculture in order to diffusion of information and improve the empowerment of farmers in Indonesia.

LITERATUR REVIEW

One of the public relations functions of government agencies is to disseminate information and government policies in accordance with their respective institutions or institutions to the public, to accommodate and cultivate community aspirations and to build public trust in order to maintain the image and reputation of the Government. Public relations government should communicate policies, work plans, and performance achievements to the wider community, through traditional media, conventional media, and new media. Communication using new media or internet technology can reach directly and quickly to all parties. Sites (websites) the most visited internet users in Indonesia are social media sites, such as Facebook, Twitter, and Instagram.

Internet users in Indonesia mostly use social media and is expected to continue to increase along with the increasing number of people who use the internet. The use of social media has shaped and supports new ways of communicating, interacting and collaborating. Social media offers a faster and more precise way to participate in the exchange of information online (in network / online). Social media is two-way and open, allowing its users to easily participate, share, and create content. Social media is growing rapidly as the growth of Internet-based applications, built on the ideology and internet technology that is two-way (Web 2.0), which allows the creation and exchange of content between users.

Social media connect and unite audiences with similar interests, without being limited by geography, profession, age, and other barriers. Social media is present as an effective two-way communication tool

and intensive. Use and utilization of social media is one way to promote and disseminate government policies and programs as well as interact and absorb the aspirations of the people so as to achieve mutual understanding for the common interests between the government and the public.

Public Relations in government institutions, is public relations and / or public relations practitioners who perform management functions in the field of information and communications are persuasive, effective, and efficient, to create a harmonious and mutually beneficial relationship with the public through various means of public relations in order to create a positive image and reputation of government agencies. Social media as a two-way internet platform (Web 2.0) and open to everyone, allowing users to easily interact, participate, discuss, collaborate, share, and create and share content. Social media should be able to accommodate the interests of each government agency and society.

Government agencies, in this case the government public relations unit, should be able to provide and deliver information accurately, efficiently, effectively and affordably so that the communication of government agencies with stakeholders goes as expected. The benefits of social media for a Government institution, are:

1. Disseminate government information to reach the public;
2. Building the role of officials and society through social media;
3. Socialize development strategies and goals in the future;
4. Build interaction between government and society;
5. Increase public awareness and participation in government policies and programs;
6. Explore people's aspirations, opinions, and inputs on government policies and programs.

Social media managed by public relations government should have the following principles:

1. Credible, ie maintaining credibility so that the information conveyed accurate, balanced, and representativeness;
2. Integrity, that is to show honest attitude and maintain ethics;
3. Professional, that is having education, expertise, and skill in its field;
4. Responsive, ie responding to input quickly and precisely;

5. Integrated, ie aligning the use of social media with other communication media, both on-line (internet) or non-internet (off-line);
6. Epresentation, ie the message conveyed represents the interests of government agencies, not personal interests.

Lately, social media proves to be a medium Effective dissemination of information for some circles including government agencies. In fact, not uncommon information that is not clear the truth is moving wildly without any limitations due to the high penetration of internet usage in Indonesia. According to a survey from the Association of Internet Service Providers Indonesia (APJII) states that internet users in total grew nearly 8% or 143.26 million inhabitants.

This is related to the improvement of infrastructure and people's purchasing power in using smartphone. It can not be denied that our society is almost entirely using even the rural community and the society with the elderly society. Ministry of Agriculture initiated the use of social media that is Facebook Instagram and Twitter with the aim of facilitating the channel information from the Ministry of Agriculture to the public. The most basic function of public relations in government is to help elaborate and achieve the goals of government programs, improve the responsiveness of the government, and provide the public with enough information to be able to self-regulate.

It can be concluded that public relations officials are in charge of running public policy and service activities by providing various information about government policies that bind people or society. Furthermore, the government also provides the best public service, with a bureaucratic that is not convoluted to give satisfaction to the people or society so that the world government gets a positive image of the people or the public (Lubis, 2012).

Relationship Management Theory

An important theory in the practice of Public Relations because it is related to the basic functions of PR is the activity that connects between the organization with the public. This theory is also known as Organizing Public Relations (OPR) (Ledingham, 2003 & 2005; Philips, 2006; Waters, 2008; quoted in Kriyantono, 2014: 276). Ledingham (2005: 270; quoted in Kriyantono, 2014: 277) defines the OPR as "a situation between the organization and the public in which the actions

of both parties may affect the economic, social, cultural or political well-being of each party". In addition, Bromm (2000, quoted in Philips, 2003; Waters, 2008; in Kriyantono, 2014: 277) mentions the OPR as a relationship "represented by patterns of interaction of transactions, exchanges, and connectedness between the organization and the public." According to Rahmad Krisyantono, this theory considers the relationship management is a central function Public relations, where Communication is placed as a tool to build relationships, and the program evaluated based on its impact on the relationship between the organization and the public. Positive relations with the existence of public relations activities with the utilization of social media is more two-way characteristic, so that the expected reciprocal relationship more quickly achieved.

Social Media as an Effort to Initiate Farmers Empowerment in Indonesia.

Agricultural sector has been improving recently, increasing government awareness of agriculture also increases with the increasing awareness of the importance of the agricultural sector for a country. The empowerment of farmers has a fairly close relationship with the welfare and progress in agriculture. To empower the community, especially the farmers, the main approach is needed, that the community is not used as the object but the subjects of various development efforts.

Therefore, kartasasmita (1997: 29) says empowerment should follow the following approaches:

1. empowerment efforts should be directed (targeted)
2. empowerment programs should be directly included or even implemented by target communities.
3. Using a group approach one of them is with the development of farmer groups and farmer group institutions, where the diffusion of innovation in the field of agriculture usually starts from a group communication conducted by Agricultural Extension.

Then kartasasmita (1997: 24) said efforts to empower the community can be seen from three sides: first, create an atmosphere or climate that allows the potential of developing communities (enabling). second, strengthen the potential or power possessed by the community (empowering). third, empowering also contains the meaning of protecting.

Facebook and Instagram as one form of Social Media in support of Public Relations Activities.

Social media like Facebook and Instagram this has become a public space. Digital technology gave birth to many social media platforms one of them is Facebook and Instagram this. Active users of Facebook and Instagram in Indonesia are quite a lot, can be used as a means of accelerating the dissemination of information about agriculture in Indonesia. Based on data cited from survey results *Wearesocial*, facebook users in Indonesia in January 2018 as many as 130 million users or 6% of total facebook users worldwide, while instagram users in Indonesia reach 56 million users. (<https://tekno.kompas.com/read/2018/03/02/08181617>).

From the user Instagram and Facebook in Indonesia, some are young people who are interested in the world of agriculture. Many young farmers are inspired and get easy access to information in the presence of this Social Media, so that the empowerment of farmers more assisted with the strategy of public relations by utilizing social media.

RESEARCH METHODS

This research was conducted in June-July 2018. This research is descriptive, that is the researcher describes the findings result and analysis related to social media utilization of Facebook and Instagram on the activity of Public Relations or public relations in an effort to improve farmer empowerment done by Ministry of Agriculture. This research method using qualitative descriptive method. According to Bodgan and Taylor, this type of research will produce descriptive data in the form of written or oral words of people and observable behavior. Thus, the research report will be data quotations to illustrate the presentation of the report. The data, derived from interviews, field notes, photographs, videotapes, personal documents, notes or memos, and other official documents. At the time of report writing, researchers analyzed very rich data and as far as possible in their original form (Basrowi, 2008: 21). In this study, researchers only act as observers who only create categories of behavior, observe the symptoms and record it in the book observation. Then, the results of this study only describe the situation, not looking for or explaining the relationship.

The object of this research is Public Relations and Public Information Bureau of the Ministry of Agriculture. The specific thing

that is examined is related to how the use of social media Facebook and Instagram by the Ministry of Agriculture in order to establish a positive image in the eyes of the community, especially farmers and assist in efforts to increase the empowerment of farmers in Indonesia.

Data in qualitative research is generally in the form of description, narration, data, drawing or statement obtained from research subject, either directly or indirectly on activity in social media used by agriculture ministry as communication media and information of agriculture ministry. The main data sources in qualitative research are words, and actions, the rest are additional data such as documents and others. In this section the data types are divided into words and actions, sources of written data, photographs and statistics. The speakers selected in this research are the administrators of the Facebook Account and Instagram of the Ministry of Agriculture run by the Public Relations Bureau and Public Information of the Ministry of Agriculture and the Authorized Officials in it. In addition, researchers also see the activities of the follower in social media accounts owned, and how their behavior in providing comments, likes and links to share information posted on social media accounts Ministry of Agriculture.

RESULTS AND DISCUSSION

Ministry of Agriculture as one of the institutions that utilize Social Media, mostly using facebook and Instagram in support of public relations activities. The public relations activities aimed at establishing good image of the Ministry of Agriculture, positive news delivery, dissemination of information related to the development of renewable agricultural technology, performance targets and achievements of the ministry of agriculture work program. Analysis of public relations activities of the ministry of agriculture by adopting the Relationship Management Theory.

The Ministry of Agriculture seeks to build good relations with the public, audiences or farming communities in Indonesia, which is expected to establish good communication can form a good perception, good image and goodwill to the ministry of agriculture. Good togetherness and understanding between government and society, the ministry of agriculture with farmers, is expected to have a positive impact and create long-term relationships.

The theory known as OPR or Organization Public Relations implements how to establish relationships with the public by

prioritizing the goals to be achieved by the organization, trying to stimulate the public to create a meaning with the aim of building relationships with the public. The situation that occurs as a result of the relationship between the organization and its public is expected to have an impact on the economic, social and cultural welfare and politics for each party whether it is society as public and organization as policy holder or interest owner. Utilization of social media as one way to build relationships with the community. In establishing relationships are expected to occur perception exchange between the ministries of agriculture with the community, especially farmers may be mutually influence. From the organizational side, good image resulting from good relations is expected to provide benefits that is the formation of long-term relationships, positive perceptions of society to the performance of the ministry of agriculture in order to improve the welfare and improvement of the agricultural sector, public support for the productivity of all officials within the ministry of agriculture.

In establishing relations made by the Ministry of Agriculture is with the stages of the clear that is from planning, implementation to evaluation of public relations strategy one of which is the utilization of this social Media. The purpose of this study is how social media managed by the Public Relations and Public Information Bureau of the Ministry of Agriculture can build a positive image and public confidence, especially farmers to information, policies, work programs and achievements of the Ministry of Agriculture.

Social media as a means of publication and public relations is actually more as a medium of delivery of information, policies, work programs and achievements made by the Ministry of Agriculture in the hope that the information submitted makes it easier for the Ministry of Agriculture to get reciprocity from the public more quickly about information published through social media. Social media as one of the strategy of Public Relations in establishing positive image of the Ministry of Agriculture. The more positive news released by the public relations ministry of agriculture as the official manager of the Facebook Account and Instagram Ministry of agriculture, it is expected a positive image of the ministry of agriculture is increasing. Positive news published through social media will be faster to reach the community wherever located considering that most of the people of Indonesia are active social media users. In the period of June to July 2018, Instagram

Account of the Ministry of Agriculture conducted 105 Photo Sharing on various information related to agriculture farms and plantations as well as other matters relating to the government. So the average per day admin instagram do three times photo sharing. The published information relates to the success of the export of agricultural and agricultural products, performance of the UPSUS SIWAB program, UPSUS PAJALE, and the BEKERJA program promoted by the Ministry of Agriculture, agricultural technology innovation, both agricultural equipment innovation and ways of managing agricultural land with the use of new technology. While through facebook account of the Ministry of Agriculture that has been actively used since March 8, 2016, facebook account has more complete information than Instagram account owned.

The empowerment of farmers relies heavily on how farmers participation and farmers response to policies or measures of the Ministry of Agriculture in order to improve farmers' knowledge and skills about new technologies, new findings and new innovations in agriculture. One of the things done is to improve and improve communication strategy between government and farmers as an object of the ministry of agriculture, so that more directed and well controlled. The ease of access to information with digital technology today greatly facilitates the acceleration of information delivery from the central to the regional levels, within seconds the development of agricultural technology can be easily updated to farmers. The growing interest of young people in Indonesia to agriculture makes the rapid development of agricultural technology, considering the young generation in Indonesia is very high activity associated with the use of digital technology and the use of social media.

The number of followers of the ministry of agriculture is still dominated by both official and honorary officials from the ministries of agriculture, related agencies and agricultural extension workers. There is a policy made by the ministry with regard to increasing the dissemination of information with the suggestion for Like Comment and Sharing by employees, in accordance with how the essence of the PR is "everybody can be Public Relations". So that expected information released by the ministry of agriculture can be immediately known by the audience.

In the period of June to mid July 2018 admin publish 131 posts of information on Facebook account Ministry of Agriculture. When

compared with Instagram, the number of followers who do likes activities, comment and share in every post on facebook account more. The information or news posted on facebook accounts on average gets more than 250 followers, gets comments above 100, and is shared more than 50 times by followers. In addition, information published on facebook accounts tend to be more varied when compared to instagram accounts. Some articles of information published through facebook account tend to be more complete and in-depth, this is because there is no limit in making a caption in facebook account. This happens because the social media users who work as farmers and extension farmers are more familiar with facebook account rather than instagram, so it is expected that information can be published more quickly achieved through the official facebook account of this agriculture ministry has been verified. In this research, facebook account provides function of publication to public better rather than instagram account, it is more related to function of instagram and facebook which is different. Instagram put forward the feature of photo sharing with the average user of young people who have a penchant to post photos than people looking for information. In addition, the information on instagram is usually only pieces by pieces because there is no repost feature or sharing of information published in Instagram. When viewed from the function for public relations activities, instagram application can be utilized as a strategy to form a positive image of the Ministry of Agriculture, because the publication is more about delivering the Ministry of Agriculture's achievements in the form of short pictures and short narrative, so the information submitted is not too deep. While the use of Facebook Social Media as a strategy to establish a positive image of the Ministry in the community more quickly, this account is also more informative, with the presentation of more information and in-depth related to some information policy, achievements, new technology, agricultural regulations and in the column comments on some posts that admin admin account Facebook Ministry of Agriculture became a forum of inter-community discussion.

Public relations strategy with the utilization of social media facebook and instagram is expected to help farmers in empowering farmers in Indonesia, where farmers will easily obtain information more quickly related to regulation in agriculture, for example with the information about the resulting seed of new plants and the development

of livestock seed, how utilization and optimization of ALSINTAN (tools and agricultural machinery), Insurance in agriculture and livestock, the existence of Toko Tani (Farm Shop) initiated by the Ministry of Agriculture, and the empowerment of farmers with improving the welfare of Indonesian farmers with BEKERJA program (to Prosperous Poverty People) launched by the Ministry of Agriculture where farmers in some areas such as Central Java and Java East which became the main target of this program in order to empower farmers and improve farmer's welfare. By utilizing social media, it is expected that published information is not only stopped known to followers only, the followers in facebook account can make information sharing so publication runs faster.

CONCLUSION

Based on the results of research that has been done, it can be concluded research as follows:

1. Strategy of Public Relations through the utilization of social media Facebook and Instagram done by the Ministry of Agriculture aims to empower farmers by becoming one tool of publication able to provide information faster and get better response from the Indonesian people who concentrate on agriculture, either from the extension agriculture or from farmers in Indonesia.
2. Facebook account proved better in publication of information, if seen from more likes, comments and share that is done by followers on facebook from there in Instagram, this could happen because there is no repost feature offered by Instagram. More discussion is done on the behavior of comment on facebook than in Instagram, this can be one indicator that the message and information to be conveyed by the Ministry of Agriculture received a good response from the community.
3. Positive image of the Ministry of Agriculture is greatly assisted by the presence of social media in the community, where people can directly assess how the performance of the ministry of agriculture by directly conveying aspirations, opinions, or arguments through the comments column on any information published through social media.

REFERENCES

- Agung Prabowo. and Kurnia Arofah. 2017. "Media Sosial Instagram sebagai Sarana Sosialisasi Kebijakan Penyiaran Digital". Jurnal Aspikom Vol.3.No.2. Januari 2017, 256-269.
- Anastasia Niken Santari, "Strategi Humas Kementerian Pendidikan Dan Kebudayaan Dalam Menyosialisasikan ProgramIndonesiaPintarMelalui KartuIndonesiaPintar".
- Cheonsoo Kim. and Sung-UnYang. 2017. "Like,comment, and share on facebook:How each behavior differs from the other". Media School, Indiana University Bloomington, United States. Public Relations Review 43 (2017) 441–449.
- Digital Lanscape Indonesia 2018. <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- John A Ledingham. " Explicating Relationship Management as a General Theory of Public Relations". Jurnal Publi Relations Researh 15 (2). 181-198.
- Permenpan RB Nomor. 83 tahun 2012. " Pedoman Pemanfaatan Media Sosial Instansi Pemerintah". Jakarta. 2012.
- Rahmad Kriyantono, Phd. 2017. Teori-Teori Public Relations Perspektif Barat dan Lokal : Aplikasi Penelitin dan Praktik. Jakarta : Kencana.
- Yeni Rizal. 2015. Pengaruh Penilaian Kualitas Informasi Facebook terhadap pembentukan Citra Positif Pemerintah Kota Padang. Thesis Unand.

Rethinking Culture in Government's Public Relations Practice

Gita Aprinta EB
Universitas Semarang
✉ gita@usm.ac.id

ABSTRACT

Culture is assumed as a potential factor to transform the relationship between government and citizen from the power source - subordinate into partnership model in government public relations practice. The partnership relationship model is believed to enhance the citizen's participation in government's works and also grow the sense of belonging toward government. Public relations itself, work in the issue and cultural formation in the scope of communication and rhetoric. The contingency theory of accommodation is used to describe how culture as an external factor takes the role as accommodate and advocacy function in government public relations. This article has proposed an assumption on how culture is used as a strategy for local government public relations practice of Indonesia. Take an example in Javanese culture, with the cultural philosophy of togetherness and closeness, can be developed to opened the discussion between the government and citizen in gaining trust foundation and leveraged into citizen participation.

Keywords: culture, communication, public relations, government, contingency theory

INTRODUCTION

There is always a connection between everything. As well as culture and communication, in this case is public relations. The connection between public relations work and culture is fundamental, as we know that culture affected to communication process in public relations both of online and offline. In a globalized world, the public relations applied differently in every country around the world. Each country has each culture and how they interpreting the world. By culture, we understand characteristic, practices, and norms of society that will be affected to public relations practice. For the example is the public relations practice in Japan. Japanese culture, which dominated by the cultural

dimension of collectivism and the influence of the Japanese concepts of wa (harmony with others) in human interaction. The Japanese share the same belongingness in order to enjoy intimate interaction and to confirm mutual solidarity, and it reflects on their relationship between media, organization, and other stakeholders in public relations practice.

The 'wa' became a main ingredient to promote and improve images of Japan to the world. (Sriramesh and Takasaki; 1999:346). It also can be seen in Japan's sub culture, such as animation, movies, comics and Japanese cuisine and becoming one of the instrument for Japan Government Public Relations. It also happens on how Korean using their culture to improve their image globally. Having a similarity with Japan, Korean also emphasize propriety in relationship both interpersonal and entire society that affected their public relations practice. These culture seen on their music, movies, and etc, distributed all over the world also creating what it called as Korean Hallyu or K-Pop. As a modern culture of Korean, K-Pop has put Korea on the map especially across East and Southeast Asia. The cultural phenomenon has now evolved to a worldwide scale and become one of Korean identity.

Culture can be understanding as the basis system of common signification of a society. Hofstede defined culture as the collective programming of the mind which distinguishes the members of one human group from another and stated that culture is to a human collectivity what personality is to an individual (Sriramesh and Takasaki, 1998: 340). Culture is externally and internally linked to public relations. Sriramesh and White (1992) argued for the link between communication, culture, and public relations:

The linkage between culture and communication and culture and public relations are parallel because public relations is primarily communication activity. Hall (1999) saw such a strong interconnection between the two concepts that remarked, 'culture is communication and communication is culture'.

Cleary stated, that culture has important impact on the public practice in every country. The author believes, it also can be applied into Indonesia Public Relations practice, especially in the government area. As part of Asian culture, Indonesian also emphasize harmony in relations amongst other. The harmony's reached by putting together religion and culture. Since Indonesia has many cultures and religions, the harmony between those two in each region work differently. It

supposed to be major capital that will be errand some benefits for the government to create a good relationship with the citizen.

So far, the practice of Public Relations in Indonesia is dominated by western perspective, the American phenomenon, which origin in the USA. For the government itself, the practice faces huge communication challenging. There are several problems that occur in government public relations in Indonesia; the oblique accusations or other negative stigma against GPR difficult to be found its solution, such as: PR just as a peacemaker; channel of institutions and become a leadership shield; 'Guard prestige; constraint space for dialogue; Rigid bureaucratic structure and large organization and convoluted; have an organizational culture that is less dynamic, creative, innovative and less challenging; PR position is always a dilemma, and difficult to develop; as "firefighters"; divider "envelope"; engineer; even they often be asked as deliver letter and protocoler; extension of the interests of the rulers, especially if there is a problem, then the PR becomes object sufferer; Slow in response; bureaucratic in decision-making; fixated on working hours to respond; easy to throw the responsibility to respond; feel safe to be no comments or off the records; quite satisfied with the blocking time and advetorial; quite served as an administrative protocol and public relations (such as setting up a press conference, manufacture and delivery of press releases, official travel schedule settings boss); less effort to expand internal and external networks; often argued less intensive as it relates to budget constraints (Sumartias, 2014 on Dyah Rahcmawati Sugyanto, et al, 2016: 54). The problems cause the poorly image of the government public relations to their public.

On Seminar Kehumasan Pemerintah (Jakarta, 19 April 2018), the President of Indonesia, Joko Widodo, said that the government public relations should be more creative, responsive and innovative in communicating government programs and policy, especially for local government. The local government should have a specific approach and strategy which suitable for their public and stakeholder. One of the strategies is using the cultural approach to communicate programs and policy to the public. So, it is possible to have a different strategy for each local government since Indonesia has so many ethnics as well as culture for their public relations works.

Why are the cultural things quite important for local government public relations practice? As a mentioned above, the variety of cultural and

ethnic in Indonesia influencing the way Indonesian's people communicate and interact with others and impacted by value and local wisdom from each region in Indonesia. For the example, Javanese culture and Balinese culture. Based on the background, this article tries to examine local culture position as an external factor at local government public relations practice and in addition tries to discuss about the relationship between local cultural norms in government public relations practice.

THE CULTURE CONCEPTS

There is no universal definition about culture. Hall define of culture as being the process by which meaning is produced, transmitted, consumed, assumed, reproduced and continuously negotiated within the society (Hall, 1980 in Albu, 2013 : 856). Meanwhile Tyler written comprehensive definition about culture. He saw culture as that complex whole which includes knowledge, belief, art, morals, custom, and any other capabilities and habits acquired by man as a member of society. Even in anthropology studies, culture is hard to define and to measure. According to Hofstede (Sriramesh and Vercic, 2012; 17), there are 3 level to define culture:

1. The universal level, at which as human beings we al share certain characteristic
2. The collective level, at which only those belonging to a certain collectivity share some common characteristic, mainly as a result of acculturation.
3. And the individual level, at which our cultural traits are molded in unique ways by the individual experiences that each of us has

Related to public relations practice, Hofstede identified four principal dimension of culture: power distance, uncertainty avoidance, masculinity-femininity, and individualism – collectivism that refers to the form of relationships. Those four variables are prevalent across culture and will affect the practice of public relations both in the organization and in societal culture (Vasquez and Taylor, 1994: 3-6). From a communication studies perspective, culture identified from four conditions; (1) internal identity of community of thought and action that reproduces itself; (2) the totality of that community's thoughts, experiences, and patterns of behavior; (3) the process of social transmission of these thoughts; (4) and last, culture is enacted as people

in each identifiable community, consciously identify themselves with that community – referred to as cultural identity or the identification with and acceptance into a group that has shared symbols and behavior norm (Jandit, 2009 in Sriramesh and Vercis, 2012). Thus, culture defines roles, plots, moral, relationship characters, scripts, scene/location, morality, identities, narrators, and auditors (Health, 1994).

Contingency Theory of Accommodation in Public Relations

The contingency theory in perspective public relations is a logical extension of work to date on models of public relations, known as the contingency theory of accommodation. The theory of contingency is concerned about what is going to be the most effective method at a given time by considering factors in the strategies organization use when dealing with their external public (Cancel, et al, 1997:31-63).

The contingency theory of accommodation also posits that ideal public relations practice consists of two principles. (Cancel et al 1999). First, there are 86 factors that may determine public relations practice. Second, the organizations, in this case is government public relations dealing with its public is dynamics, that is, as the event unfolds, its stance toward a conflict may change. Those contingency factors can be grouped as external and internal factors (Shin et al, 2006). External factors such as situation and culture. Meanwhile internal factors included organizational characteristics, management style, personality, etc. Both factors influence a public relations practice.

Contingency theory of accommodation presents as a critique for Grunig's two-way symmetrical model. Grunig argued that the two-way symmetrical model is normative theory, the type of theory that represents how organizations should practice public relations to be most ethical and effective, but they wrote that in reality, excellent public relations is a combination of the two asymmetrical and symmetrical models. However, public relations practices are more complex than everyone can imagine. Successfully public relations practice depends on assessment of a number of factors that are mentioned above.

In the perspective of Contingency theory of Accommodation, the culture can distinguish as a continuum, that is accommodation and advocacy. Recalling the function of public relations, it clearly stated that public relations have to accommodate and advocate for the organizations and their public in order to build trust among them. Accommodation

and advocacy are an integral part of any public relations activity, so does for the government public relations. Thus, cultures may relate as a continuum that influenced by the social environment and shaped the practice of government public relations.

Understanding Relationship Between Culture and Government Public Relations Practice in Indonesia

Ivy Lee define public relations as the art of getting believed. According to Cutlip, Center, and Brown, Public relations is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom it success or failure depend. For the government, public relations practice quite challenging, because the government needs to maintain the practice to prevent public relations becoming propaganda.

Government is intended to provide services that would otherwise be impractical for individuals to provide, such as law enforcement and fire protection, wildlife preservation, national defence, public transportation systems, justice systems, social programs, and national museums. The problems and pressures of society increasingly strain the machinery of government (Cutlip *et al*, 2006:463). That is why Scott Cutlip refers government public relations ia a weapon power.

Governmental public relations have been inspired by Grunig's models of PR and, particularly, by the concept of symmetrical communication between organizations and publics (Crespo & Echart, 2011: 109-110). Whether governments can establish symmetrical relationships with their publics is an issue at stake; Grunig in cooperation with Jaatinen (1999) acknowledges that his symmetrical model would have to be adapted to the specific conditions of government communication (Crespo & Echart, 2011: 110). Specific condition can be chategories ase culture influencing as a strategy in government public relations approach.

The connection between public relations and culture is fundamental, as public relations is involved with "border crossings," continually crossing cultures within and between organizations and communities. Public relations is also involved in intercultural communications between different organizations, media and international stakeholders, and publics located in various countries. Public relations practice is

discourse work concerned with ideas and opinions within organizations and among stakeholders and the broader public opinion. Public relations practitioners need to engage with cultural beliefs and practices, not just of national and ethnic and many other communities, both face-to-face and online (Heath, 2013:32-33).

However, culture is a central of Indonesian citizen that impact on their daily life and formed their identity. Through the culture, what government can do is creating foundation of trust and mutual understanding among them. In Indonesia government public relations, culture, local culture, local wisdom, and values considered as external factors that determine the degree of effective public relations practice. The example, for Javanese people, the philosophy of Wayang takes part in their life. The value and wisdom from wayang's philosophy formed the Javanese culture. Such as the meaning of life for Javanese people can be developed into the messages to communicate local government's programs as a public relations strategy in order to build citizen's engagement. Other value for Javanese people is *mangan ra mangan asal kumpul* that focus on togetherness rather than individuality. From this culture, the government's public relations can build a good relationship based on togetherness and closeness among government and the citizen. Both government and citizen able to discuss the current issue, such as society's needs, government program through any communication channels (Kriyantoro and McKenna, 2007: 5-6)

The similar culture founded in other regions of Indonesia. For instance, West Sumatera with Minangkabau's culture, Nusa Tenggara Barat with Sasak's culture, and so on. All the culture constructed from the belief system and the geography of the local community. That is why those cultures become a guide for communication and interaction in Indonesia society and takes a crucial position in government public relations practice.

By using the culture as a public relations strategy, it can reshaping relationship closer, fluid, and provides the possibility to open dialogue between government and citizen through a various communication's channel. So the formed relationship is not only about the power source and the subordinate, but partnership. The partnership relationship model is believed to enhance the citizen's participation in government's works and also grow the sense of belonging toward government.

CONCLUSION

For the government, public relations practice is a power that could help to manage their communication and activity to gain trust foundation and positive perception from the citizen. According to the contingency of accommodation theory, the practice of government public relations its not only about the two-way symmetrical model but also included several factors, internal and external. The external factors come from an environment such as culture.

Culture assumed as a potential's factor that can accommodate and advocacy the practice of government public relations. Putting culture as a strategy and public relations approached could bring fresh air for both, government and its public in making communication success among them

In Indonesia, with so much culture in every region, the implementation of those strategies can be adopted by the local government in their public relations activity. Using the local culture as a way to communicate and maintain the relationship between the government and citizen will transform their relationship from the power source - subordinate into partnership relation model.

REFERENCES

- Albu,Iona. (2013). *Language, Meaning, Culture in International Public Relations*. Prceeding of 1st Annual International Interdisciplinary Conference (AIIC). 24-26 April 2016. Azores, Portugal
- Cancel, Amanda E.,. Cameron, Glen T., Sallot, Lynne M., Mitrook, Michael A.,. (1997). *It Depends: A contingency Theory of Accomodation in Public Relations*. Journal of Public Relations Research. 9(1) pp. 31-63
- Crespo, Maria Jose Canel., Echart, Nazareth. (2011). *The role and functions of government public relations. Lessons from public perceptions of government*. Central European Journal of Communication. 1(6), pp. 109-12.
- Cutlip, Scott M.,. Center, Allen H., Broom, Glen M.,. (2006). *Effective Public Relations, 9th Edition*. San Diego: Pearson
- Dyah Rachmawati Sugiyanto., Suwandi Sumartias.,. Neni Yulianita.,. Lukiati Komala. (2016). *Professional Government Public Relations in Indonesia; A Review*. Journal of Education and Social Sciences. 3(2). Pp 53-59

- Hall, Edward T. (1999) *The Silent Language*. New York, NY : Random House.
- Heath, Robert L. (2013). *Encyclopedia of Public Relations*. 2nd edition. Sage Publications, Inc. California: Thousand Oaks.
- Rachmat Kriyantoro, McKenna, Benard,. (2017). *Developing a Culturally-Relevant Public Relations Theory for Indonesia*. Malaysia Journal of Communication. 33(1). Pp 1-16
- Shin, J.-H., Cameron, G. T., & Cropp, F. (2006). *Occam's Razor in the contingency theory: A national survey of PR professional response to the 86 contingent variables*. Public Relations Review, 32, 282-286.
- Sriramesh, Krishnamurthy, Vercic, Dejan. (2003). *The Global Public Relations Handbook: Theory, Research, and Practice*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Sriramesh, Krishnamurthy, Takasaki, Mioko. (1999). *The impact of culture on Japanese public relations*. Journal of Communication Management. 3(4). Pp 337 – 351
- Vazquez, Gabriel M., Taylor, Maureen,. (1994). *A Cultural Approach to Public Relations Research: An Extension of Hofstede's Variables to Grunig Models of Public Relations*. Document Resume. Paper Presented at The Annual Meeting of the Speech Communication Association (80th, New Orleans, LA, November 19-22, 1994)

The Public Relation Strategy of Indonesia Police in Elevating Good Image Through Media Relations

Indah Ayu Sayekti & Muchammad Nasucha

University of Al Azhar Indonesia

Faculty Social & Political Science/Communication Programme

✉ indahryd@gmail.com, nas21ucha@gmail.com

ABSTRACT

This research aims to describe the media relations strategy which is implemented by Public Relation of POLRI in order to increase and elevate the institutional positive image and complemented with media people perception on it. Taking Structuration theory as theoretical framework which is focus on the public relations strategies this research was accomplished. This study used mixed-methods, based on multi-method collecting data to catch wholeness and holistic description along with the natural setting-related context. The researcher interviewed the PR Division of POLRI which has been involved in the activities and understanding the trifle in detail the activities and matters, formally and informally. And the respondents of a survey on media were selected based on the official data base, are the media have involved and engaged with POLRI, at least in one-year engagement since this research was taken place. Based on the analysis data this research found that the PR Division has been divided and stated the goals, objectives in short-term, middle-term and long-term range of planning as the general schema of PR strategy, involving the basic principles of values in the media relation activity, since this has been considered as the most effective way to keep their best image, position, power, in relation with every agent, even their super power and domination as the structuration and encounters, it could be cause of their history and future graph in the society, they deliberate it still in a mutualism symbiosis, balance and proper tradition or manner. Media consider the Police's (POLRI's) image is positive.

Keywords: Public Relations Division of Indonesia Republic Police (POLRI), Positive Image, the Indonesia Police Institution

INTRODUCTION

Research Background

Government institutions are concerned with the interests and public welfare. Related to this matter, it takes Public Relations (PR), either as a division/department or practitioner who responsible to establish, build, and maintain institutional relationships with the public then it is not wonder if PR become something that cannot be negotiable, to carry out their duties and build constructive relationships with the stakeholders as media and other agents such as NGOs, and common public. The Police of the Republic of Indonesia (POLRI), one of the institutions of Indonesia government which carries out the duties of maintaining public order and security, upholds the law, provides protection, guidance and service to the community (Ministry of Justice and Human Rights of the Republic of Indonesia, 11 April 2017). The Gallup World Poll survey shows that Indonesia was on first rank in terms of public confidence in the government, which is considered reliable, fast, responsive, fair and able to protect the community (Fabian January, 19 July 2017).

The importance of PR to POLRI institution, particularly in maintaining institutional relations, neutralizing negative opinions, enhances the institution's positive image, make this institution including publicly highlighted negative cases, such as illegal levies and other pervasive negative events and also reported in various national media for example. This is in line with Averill's (1997 in Iriantara, 2005) belief that PR is an effective and efficient tool for building, maintaining media relations for various institutional goals, whether short, middle or long term. Media relations is considered as the driving factor in media coverage which often triggers positive-negative news, including about government institutions (POLRI). Especially with the evolving and widespread system of communication and information-based digital system which continues to grow, the internet is connected with individual information communication devices, and it must be admitted that contributes significantly to changes community and people communication systems, including in overseeing and dealing with government institutions.

Looking at the existing research, it still has not found a research that focuses on media relations with mixed-methods and multi-method

approach, that examines how media relations activities conducted by PR of POLRI. This research seeks to present social construction that occurs in the field qualitatively which is also supported by quantitative data from survey on media people related to the focus of this research.

The Statement of the Problems

The statement problems (research question) that formulated by the researcher of this study are, (1) How is the strategy of Public Relations Division of POLRI in improving positive image through media relations activities?, and (2) How do the media people respond to media relations activities have been conducted by Public Relations Division of POLRI?

LITERATURE REVIEW

Structuration Theory

Structuration theory is constructed by concepts of “structure”, “system” and “duality of structure”. Structure usually is understood as a creation of patterns of social relations or social phenomena. The main proposition of the theory is the rules and resources involved in the production and reproduction of social action as well as the means of reproduction of the system (the duality of structure). In use, rules are more or less the same as habits/routines. The rules are merely the habits of a person, part of a routine that is considered and positioned as important in social life (Giddens, 2010: 29-31).

Structure is a rule and a resource or set of changes in relations or relationships, organized as the completeness of the social systems. The structure, relationships or relationships are reproduced among actors or as a whole, organized as social practices, from which formation will be formed, in which conditions govern the repetition or change of structures and are therefore reproduced continually on the social systems. The composition between agents and these structures is not two separate sets of phenomena, or a dualism, but represents a duality (Giddens, 2010: 39). According to Giddens, the duality of structure is always the main foundation for the repetitions in social reproduction throughout space-time (2010: 42).

Structuration theory seeks to explain the unexpected process-effect of creating other norms, rules and social arrangements that limit or influence future actions. Structure continues to occur in all social systems. Structuring itself occurs when members of the organization

act in accordance with the organization's decision (the reception). The formal arrangement of an organization is a place where individuals communicate one another (a center of structure). First, it covers all aspects of organizational life in which people make decisions and choices that limit what can happen in the organization. Second, formal codification and decision notices and options—place of implementation. Finally, structuration occurs when the organization's members act in accordance with the organization's decision (Littlejohn, 2009: 375).

In addition to organizational structure, organizational climate can also arise from the structure, and it is non-static (Littlejohn, 2009: 376-378). Poole and McPhee (2001) define a structured organizational climate as a collective attitude that is continually generated and reproduced by member interactions. Organizational climate is an organizational pattern that determines the emergence of motivation and focuses on perceptions that can have a direct influence on the performance of members of the organization (Wirawan, 2007: 122).

Strategy of Public Relations of the Government and Media Relations, and Image

Strategy of Public Relations of the Government and Media Relations Strategy according to Johnson, Scholes and Whittington (2008), is the direction and scope of an organization in the long term, achieving excellence in an environment through the configuration of resources and competencies with the goal to meet the expectations of stakeholders, De Witt and Meyer (2004) illustrate the strategic dimension (see chart 1). They describes that the context of the strategy start with the objectives of the organization being executed in real or flowing planning in the process. Finally, considering and deliberating the content or content of the strategy that includes the outcome of the strategy activity (Sari, 2012: 115).

Public relations is basically a management function in building and maintaining positive image of the agency through two-way communication with the public. Institutional image is a track record of the history and achievements of institutions. Therefore, PProf government plays an important role in establishing image of the institution (Komarudin, 2014: 13). The government's public relations strategy constructs the development of internal and external relations, inter-agency meeting organizers, non-discriminatory agencies, inter-agency coordinators, government information providers, organizers

of government agencies, mass media, public empowerment, public facilities and infrastructure management, forming positive image, disseminating government information (Komarudin, 2014: 13).

The activities of government PR are two types, namely modern and traditional. However, one of the most frequent activities is media relations. According to the former PRO University of Winconsin-River Fall, Barbara Averill, media relations is just one part of PR, but it can be very important and efficient tool to compile a message that make great strides toward the success of the program (Iriantara, 2011: 32).

Media relations can be interpreted as part of the external side that may fosters and develops good relations with the media institution as a mean of communication between the organization and the public to achieve organizational goals. Media relations developing to realize corporate responsibility to the community as a whole (Iriantara, 2011: 32). In practice, media relations activities have stages of the process are planning, implementation and evaluation. **Planning** is basically an attempt to make things happen or not happen in the future, short, middle and long term. In this planning, a PR needs to conduct media relations audit. Stages in the process of media relations audit planning are (1) Internal Organizational Environmental Analysis (2) and SWOT Analysis (Iriantara, 2005: 47-60). **Implementation** of Media relations programs or activities are running with reference to pre-plans. One important thing in the implementation of the plan is to monitor whether a program is running well or not. (Iriantara, 2005: 63-67). **Evaluation**, through it a PR can find out how the effectiveness of programs/activities in achieving organizational goals. The PR evaluation as a research to determine the effectiveness of a PR program, activity or strategy by measuring the outcomes, outcomes, or impacts of programs, activities or strategies based on predetermined objectives (Iriantara, 2005: 67).

The form of media relations activities conducted by government PR according to Sarah Silver are two types of activities, the event (events) and the form of writing. Media relations activities in the form of events including Press Conference, Press Gathering, Press Visits, Media Briefing, Media Events, Media Interviews, Meeting with Editors. Meanwhile, media relations activities in the form of writing are Press Releases, Public Service Announcements, Electronic Communications, Websites (Darmastuti, 2012: 181-183).

Jefkins (1992) said that media relations is a form of media involved that allows us to get closer to the media, through (1) personal contact, (2) personal information service, (3) Anticipate possible emergency plan (Yuliana, 2014: 92). In connection with media, there are previous ways such as (1) Recognizing mediascape, (2) Knowing what media needs, (3) Knowing how the media work, (4) Compiling a media list (Iriantara, 2011: 143-163). As for the principles related to the ways of establishing good media relations, a publicist should also pay attention to some general principles, among others (1) Understanding and serving the media, (2) Building the image, (3) Providing a good copy of materials, (4) Cooperate in the provision of materials, (5) Provide verification facilities (Jefkins & Yadin, 2003: 116). To support media relations activities, there are four technical dimensions. However, in this context, researchers use only two technical dimensions, publicity and a source of mass media information.

Public Relations in government institution is establishing good relations with the media through media relations activities, of course, accompanied by the hope that the activities they run can be covered by the media honestly, accurately and properly (Iriantara, 2011: 5). The image is one of the most important assets of a corporate or government institution. The task of the government in order to form its image is to identify the image like what wants to be formed in the eyes of the civilian (Soemirat & Elvinaro, 2012: 113). The types of imagery: The mirror image, The current image, The wish image, The corporate image (Jefkins and Yadin 2003: 20-23). In the context of this discussion, the image of the organization meant equal with the corporate image.

The Strategy of PR Division of POLRI in Elevating Positive Image Through Media Relations

Currently, the civilian is increasingly brave in issuing opinions on the performance of the government including the performance of the police. They also demand information from the police be open and transparent manner. Therefore, the police need to determine its image first. In determining the image of many strategies are designed, considered and applied by. Media relations activities include activities emotionally in the form of events, then the products can use activities in writing either using print media, electronic or others. Not only that, it can be a form of personal relationship with the media, the

introduction of the media, the habits and needs of the media, providing publication of the latest news to the media and the public, becoming a reliable source of information for them (Yuliana, 2014: 92; Darmastuti, 2012: 179- 185; Iriantara, 2005: 47-60; Iriantara, 2011: 143-163). These activities occur depending on the needs required in accordance with the planning, implementation and even to the evaluation. In planning it also takes into account the suggested principles of how to build good media relations relationships by understanding and serving the media, building images, providing good copies, Cooperate in the provision of materials, providing verification facilities (Jefkins & Yadin, 2003: 116).

This is done because media relations activities are always associated with the media, in order to initiate the positive news. But often the media preach negative news, because of the market pressure and competition. Media relations activities ponder effective to form a positive image of the police. The process of media relations activities will continue to rotate in accordance with the needs undertaken by the police (see Chart 2). From the explanation we find how PR of POLRI try to improve the positive image through media relations activities. Currently, public relations practitioners in a government institution have a very important role because they serve as the liaison between the government and the public and the media. One of these government institutions is the Police of the Republic of Indonesia which has a division of Public Relations or commonly referred to as Divhumas POLRI.

Referring to Giddens, within an organization has rules which will lead to a relationship (2010: 29-31). In this case, the National Police Division also has rules that are performed by every member because indeed in an organization have rules or protocols that must be obeyed, which will bring up a relationship with its stakeholders, one of them is media. The relation has been done expectedly because every activity enacted by Divhumas POLRI is published by media.

Relationships made repeatedly will form a structure. This structure emphasizes the duality of structures and agents. Both are affected and influenced in analyzing an event. Structuration is the main foundation for the repetitions in social reproduction undertaken by the Police Division along space-time. In this study, the phenomenon that the adoptive researcher is a form of social practice in which the highlighted in this issue is the agency and structure, where the agents as PR of POLRI

and media are involved with the structure in media relations activities. So as to create a duality as a dependence or mutual relationship between agents and structures, in which agents form structures and structures involving and straight agents. The agents that formed the structure in this study were TheIndonesia Police and media, as well as media relations activities structure involving. TheDivision of Police conducted media relations activities, are including planning, implementation, and evaluation process which is driven by the rule(s) (See chart 2).

In the process of media relations activities are six dimensions of the principles of media relations activities, the form of relationships with the media, how to establish relationships with the media, the technical dimension of media relations activities, media relations activities in the form of events and writing. The six dimensions of media relations activities done repeatedly by agents, which will lead to a change in the structure of the relationship between POLRI with the media due to reproduced continuously. The structure of the relationship between POLRI and the media continues to occur in all existing social systems in Divhumas POLRI (see chart 2).

In this case, Divhumas POLRI also communicate with each other members in making decisions when doing media relations activities, because it is in an organization, especially government institutions there are communication rules that must be executed by each member. The communication and productivity in every media relations activity is influenced by the growing organizational climate which non-static, changes everyday. The organizational climate in this case is the organizational pattern that determines the motivation and focus on perceptions that can influence directly on the performance of members of the organization(Wirawan, 2007).

RESEARCH METHOD

This study uses a post-positivist paradigm using a qualitative-quantitative approach (mixed-method) that seeks media relations from the perspective of principals (agents: Public Relations of POLRI & Media Relations) involved including media perspective. The type of this research is descriptive, and using interview for qualitative research data, gathering the documents related to media relations of POLRI, and also by doing field observation-guided. For interviews, **the criteria of informant selection** are POLRI informant with characteristics as

POLRI Divine Personnel, Public Relations Division Head of POLRI Division, Karopenmas Division of POLRI, and Kabagpenum Division of POLRI period 2017. Involved in media relations activities at least 1 year (September 2017 to January 2018).

While quantitative data, which is useful as a supporter also serves as a triangulation of data and sources is a media journalists who have a relationship with PR of POLRI. The selection of respondent taken from the target of population, are (A) Members of journalists (printed, electronic and online media) who served around the Police Division's environment are 75 media in 2016, with the following details (Fitri, January 2017): (1) Print Media (Newspaper & Magazine): 25 media, (2) Electronic Media (Radio & Television): 28 media, (3) *Online* Media: 22 media. (B) Involved in media relations activities conducted by PR Division of POLRI, at least 1 year.

The sampling of this research is probability sampling technique, cluster sampling which is used to determine the sample when the object to be studied or data source is very wide (Sugiyono, 2016: 124). Therefore, the researcher classifies the media involved in media relations activities conducted by Public Relations of POLRI at least for 1 year involvement. In conducting the research, there is a period of research, starting from September 2017 to January 2018.

DATA ANALYSIS – RESULTS AND DISCUSSION

PR of POLRI: Work Pattern, Structure, Routine, Strategy, and Image The work pattern.

PR Division of POLRI has structural and functional work pattern which has been done to media, people, and stakeholders for 20 years. Based on organizational structure, there are three Sub Divisions under Head and Vice Head of Public Relations Division of POLRI. These Sub Divisions always communicate and coordinate structurally, correspond with the organizational structure in POLRI. On the other side, this division has kind of **routines** that apply everyday, such as daily briefing in the morning, weekly evaluation on Monday, work hours, communication and coordination on weekend, and other routines that have done when there is no work at all. The Division has many **strategy**, but the main strategy is doing media relations activity and followed by good performance, good achievement, and good communication.

Based on survey made by Litbang Kompas, one of credible survey institute in Indonesia, this division takes fourth position for its company image. All of them is daily routines, that has done based on organizational structure and the values with other things happened in POLRI, with many purposes, especially to build and increase and elevating institutional image of POLRI.

The Media Relations Process: Understanding, Procedure, Structure, Process, and Effect

The Division understands that they are POLRI's representative and as their key of information. POLRI is a huge organization, so it needs media relations to build a good relationship between POLRI and civilians, give an actual information with good communication to people. To achieve this goal, POLRI decided to use its member as a representatives to run three procedures such as Planning, Implementation, and Evaluating. Based on experiences, they said it is the best way to achieve the main goal. Because, there are many good impact to the institution – knowing that they have a good relationship with civilians, which makes them aware, appreciate, and care about POLRI. The Media relations that regularly held by Public Relations Division of POLRI and always using DIPA as their guidelines are press conference, press release, doorstep, press gathering, press visit, collaborations and media monitoring.

The Fundamentals of The Media Relations of PR Division of POLRI: Routines, Collaboration, Credibility, and Relations

For the work pattern of media relations, Public Relations Division of POLRI always trying to understand and serve media properly, being a trusted source of information, giving a factual, accurate, and credible information, giving a copy of materials, provide services in the form of verification, also always reporting the results of press release to media within official documents – offline and online. There are 4 copies of press release has done by The Division of POLRI.

The Division collaborate with their stakeholders in provide the materials that would be used for media relations projects. The Division has high credibility because they always give a high quality news – that suitable with the ethic codes of journalism (KEJ). That makes the Division trusted source of information for media and civilians. Every relationship built by the Division are uphold appreciation, professionalism, commitment, consistency, understanding, and good

communication. Eventhough, power and positioning of POLRI on relation structure – including media relations are dominant, factually. Due to the obligations of media, to publish the results of conference(s) and another events held by POLRI. But, media have an advantages too, they have a first-hand information from POLRI, which can be written to good articles or news.

The Details of Relationship Between PR Division of POLRI with Media: Communication, Routines, Facilities, Understanding, Data, and Facts.

To build a relationship with media, Public Relations Division of POLRI always communicate with media everyday. It has all media contact persons, to make them more reachable. They have a mutualism relationship, that based on honesty, appreciation, respectful, and professionalism. Public Relations Division of POLRI usually share the newest information about events/incidents to media.

Judging from the **routines**, PR Division of POLRI always create a list of media, providing what is needed by the media that is current information with the facts and in accordance with the code ethics of journalism, providing information and publication content and become a source of information for the media. **Facilities** are also an integral part of media relations activities, the media is given a special ID Card, the presence of impromptu verification facilities for the media and the best service from the Division. In the aspect of **understanding**, the Division has knowledge that is almost the same with the media (about media, news, and others related to the context of relationships and others). Data, currently there are 100 journalists who are active in POLRI Headquarters and currently the media registered in Division National Police as much as 75 media with 107 journalists and also every day, the media is not as easy as getting the latest information from Divhumas POLRI. Finally, regarding the **facts**, the National Police Division (POLRI) is an institution that awaits its information and has high news value, but it does not make media classifications and never provide information and publications in the form of recording.

Media Relations of Public Relations Division of POLRI: Forms & Results Activities, Participants, Facts and Routines

The form of daily media relations activities conducted by DivHumas POLRI are press conference, press gathering, press visit, media briefing, media interview, meeting with media editor, press release, public service

announcements, and communication with media. **The results** of his activities (media relations) are required by POLRI to be published in the media present in the activities (Media invited). Everyday Divhumas POLRI always conducts press conferences in 2 locations, Lobby and the scene to lead public opinion about the problems and there are 3 spokes persons in the event, and always invite the media. Divhumas POLRI always do press gathering, invite media and do record presence in press gathering.

Divhumas POLRI conducts a press visit by inviting leaders, students, and housewives, inviting media through letters and media is required to report the news to Divhumas POLRI. Divhumas POLRI conducts media briefing, conducts media interviews, plans activities and conducts daily press release, conducts public service announcements and communicates daily. Divhumas POLRI involves other informants and media in conducting press conference, the PR Division also involves with media in press gathering, involving media in media interview with spokesman. In addition, the study found that the Division did not conduct media events and argued that the website is a media relations activities.

Talking about the strategy of Divhumas POLRI can be seen from the scheme of De Witt and Meyer (2004), strategy should be applied include 3 dimensions, the first is determining organizational goals (short term, middle and long term). The short-term goal of the National Police Division is to inform the public about the performance of the Indonesian Police, while the medium term objective is the National Police Division to bring negative public opinion to positive, so the long-term goal is Divhumas POLRI wants to improve the positive image of the Police. Secondly, the strategy process. In this context, the POLRI conducts a strategic process by engaging in media relations activities to the media. The strategy is run by determining the short, medium and long term activities of the media relations activities through the processes of media relations activities. Short-term and long-term activities are seen from how big the message and information will be submitted by Divhumas POLRI to the media to run the goals and efforts to improve the positive image in the eyes of the community. By performing all elements of the process through nine (9) forms of activities, including: press conferences, press gatherings, press visits, media briefings, media interviews, meetings with media editors, press

releases, public service announcements and media communications. The third, content. Of the nine (9) forms of activities undertaken by Divhumas POLRI, produce the results or products of the strategy process. The three dimensions of the strategy can be seen in chart 3.

The relation established in the interaction between the Indonesian Republic Police is structurally structured in accordance with the prevailing structure. This is because Government agencies have formal rules or protocols that must be obeyed. However, communication relations are done every day is different, because the working hours Divhumas POLRI only from Monday to Friday only. During working hours, the Personnel Division always maintains contacts with the media directly or in person at the Police Building in accordance with the situation, but for holidays (Saturday and Sunday) the relation is made only through the personal network of Whatsapp, telephone or SMS suit and fit with the interests accordingly.

In its daily life, the main task undertaken by the National Police Division is to foster harmonious relationships with internal and external audiences/public, as stated in the Decree of the Minister of Communication and Informatics regarding the public relations code of the Government, article 6 (Tri Putra, 2014). But in fact Divhumas POLRI not only foster a harmonious relationship but also has the function of developers coaching, lighting and also doing basic tasks depending on the part. In this case, the National Police Division has 3 Bureaus, Bureau of Penmas, PID Bureau and Multimedia Bureau, where the three Bureaus are viewed from the organizational structure of Divhumas POLRI, its position is under the Head of Public Relations Division of POLRI and Deputy Public Relations Division of POLRI. At the time of doing his work, the National Police Division always performs according to Standard Operational Procedure (SOP) with structural and functional that has been valid for 20 years to the public, media and its stakeholders.

Basically, POLRI is a government institution that is very close to the community because it becomes the liaison between the Police and the public through the media. Therefore, the Divhumas POLRI becomes the management function in building and maintaining positive image of the Police through the media to the public, which according to Komarudin, the institution's image is the track record of the history and achievements of institutions or institutions (2014: 13). How is the image

of POLRI institution? In this case, Divhumas POLRI has parameters that are considered very important in improving the image of the Police of the Republic of Indonesia. Two informants (Divhumas POLRI) see the image of the police is currently ranked 4th in the Kompas R & D survey in 2017. But one informant stated that the image of the police is now occupied almost more than 75%. But if it is reviewed, the statement is actually not worth mentioning by the representative of Indonesian Police institution, because it does not give clear information about the estimated result of 75% obtained from which survey institute. This can be a boomerang effect for POLRI because the statements may become a reference for the media and the public.

Despite a survey by Kompas Research and Development Institute which stated that the image of POLRI has occupied the 4th position, POLRI is still struggling in improving its institutional image. In this case, Divhumas POLRI has some strategies in doing the media relations activity. As Johnson, Scholes and Whittington argued, that strategy is the direction and scope of organization in the long run in changing environment through the configuration of resources and competencies to meet the expectations of stakeholders (Moss & Desantos, 2011: 112).

Referring to Giddens explanation of the theory of structure that individuals or social agents (in the context of relations) have the ability to change existing social structures. The agent referred to in this research is Indonesia Police and media, and the structure is media relations activity involving Divhumas POLRI and media. If you look at the scheme of De Witt and Meyer that have been explained by Divine National Police Division, in this case the Police Division determines the purpose of the organization is to provide information to the public so that the public can know the performance of the police and to lead public opinion so that influenced opinions that developed, based on good communication between Public Relations POLRI with the media to create a balance so that later will be able to improve the positive image of the Police. Awake the principle of respect, honest, professional in the context of mutualism symbiosis according to the term POLRI.

Then, in the context of the strategy process. Divhumas POLRI performs strategy process by doing media relations activity to media. Basically, the Government Institution, especially Divhumas POLRI, is different from the company, because in its daily life Divhumas POLRI has a high pressure on the media because of its central position in social

structure and institutional structure in Indonesia. Every day Divhumas POLRI is required to provide information to the media. Therefore, the media becomes a tool used by the Divine National Police to publish all media relations activities conducted by the Indonesian Police institution so as to improve the image of the police (positive or good image of institution).

With the high pressure from internal and external agents, so that in everyday Divhumas POLRI doing media relations activities as a form of one of the tasks performed by public relations practitioners. The media relations activities are carried out by POLRI Divhumas to fulfil public need of information, build communication and symbiosis mutualism in the relationship structure. This is done by Divhumas POLRI, in line with Ruslan's statement (2008 in Nova, 2009: 208-209) that media relations activity is a public relations activity with the intention of conveying communication messages about activities that are institutional, corporate or institutional, products and activities it needs to be published through cooperation with the mass media to create positive and positive publicity to produce a positive image in the eyes of society.

Therefore, the strategy is run by determining the short, middle and long term activities of media relations activities through the process of media relations activities, such as planning, implementation, and evaluation process, which is in line with the statement of Iriantara (2005: 47-67) who stated similarly. Thus, every Divhumas POLRI always performs the three processes simultaneously because the agents that construct the structure. While the structure is media relations activities involving Divhumas POLRI with other agents, namely the media.

In these three processes, there are rules that direct the actions of agents in the relations produced everyday and the production process is always done in all media relations activities. Not only that, Divhumas POLRI also has strong morals where the power possessed by POLRI is influenced by moral institution, both moral as part of social and moral part of relationship with media itself. The first process undertaken by is the planning process seen from the DIPA or the Budget Implementation Handbook, which in the Government institution especially the Police of RI has planning activities in one year including in APBN (Budget Revenue and Expenditure of State), because the Police of RI work in accordance with the budget. Divhumas POLRI also identifies internal

and external audiences of the Indonesian Police. In this case the media belong to one of the audience (stakeholders/public) Divhumas POLRI.

Another planning process is looking at the SWOT analysis of the Indonesian Police. However, in conducting this SWOT analysis, the National Police Division does not do it every day and it is not clear when to perform the SWOT analysis, because there is no time table when it will conduct SWOT analysis in media relations activities. Whereas Divhumas POLRI is an institution that has a strict protocol but in the execution of its task is still unstructured because there is no clear time table. In the process of media relations activities there is one thing called implementation. Everyday, on a regular basis every morning, the National Police Division, especially Bagpenum, always conducts media monitoring activities from newspapers and online media, conducted by Kasubbag Berita and Kasubbag Opinev. When conducting media monitoring activities, there is always a structured communication from bottom to top (communication upwards) in accordance with existing communications within the organizational structure, formally following the structure flow. In conducting media monitoring activities, the Divine Police Division has its own way of making top issues every day from thousands of news (online and newspaper media) which will be seen what the most prominent topics, seen in connection with the police or not, or the progress of the news leads where to analyze and see the impact. This is done to anticipate in the future. From the results of media monitoring is reported to Kabag Penum and also Karopenmas Divhumas POLRI which later Karopenmas will report to Kadivhumas POLRI. This is done in accordance with the organizational structure of Polri's Divhumas.

In the implementation process, PR Division of POLRI does not only conduct media monitoring activities but on the ground also has the authority to make decisions and own actions, because POLRI is an institution that has a discretion system. This is in accordance with the Law of the Republic of Indonesia Number 2 of 2012 on the Police of the Republic of Indonesia, article 18, paragraph (1) and paragraph (2).

The last process conducted routinely by Divhumas POLRI is the evaluation process in every activity every Monday morning at the 2nd floor meeting room, led by Kadivhumas POLRI, to see the effectiveness and impact of the media relations activities. In the evaluation activities Divhumas POLRI see that media relations activities have been done

effectively because it impacts good for [image] Police RI that is now the public is getting closer, concerned, aware, and appreciate the POLRI.

The three processes that do produce relationships or relationships made by the PR Division of Indonesia Police with the media repeatedly, because the whole process is a stage that is always present in all media relations activities. This is the result of the content strategy undertaken by the Division. This research found that POLRI understand the process of media relations activities only include 3 dimensions, the principles of media relations activities, forms of media relations and forms of media relations activities (see chart 3).

CONCLUSION

Based on the results of this research it can be concluded:

1. The strategy has been undertaken by PR Division of POLRI in improving and elevating positive [institutional] image through media relations activities:
 - a. Determining the organizational goals of short-term, middle-term and long-term goals. The short-term goal of the Public Relations Division of POLRI is to inform the public about the performance of the Indonesia Police, while the middle-term objective is to bring negative public opinion to positive, so the long-term goal is implying to improve the positive institutional image.
 - b. Public Relations Division of POLRI runs the strategy process by determining the short, middle and long term activities of the media relations activities are the planning process, the implementation process and the evaluation process. Short-term, middle-term and long-term activities, it can be seen from how big the message and information that PR Division of POLRI deliver to the media purposefully, including in improving the positive image. By carrying out all elements of the process that have been done for 20 years, the Division was formed, covering (a) Sticking to the principles of media relations activities, understanding and serving the media, building self-image, providing good copies of materials, cooperating in the provision of materials, verification and building strong personal relationships. (b) Establish and

maintain relationships with the media: to have personal contact and relationship, to conduct personal information services, to anticipate emergency matters by conducting impromptu interviews, to know what is required by the media, to know how the media work, to compile a list of media, to publicize and become a source of information for media, (c) Running or doing various media relations activities such as press conference, press visit, media briefing, media interview, meeting with media editor, press release, public service announcements, communication with media and utilizing website in providing information.

- c. Finally, producing the product or result of media relations activities such as news coverage in the media.
2. Media response to the media relations activities conducted by Public Relations Division of POLRI was and is positive because the division always gives what media need such as information and the update of it, and so far the media feel that POLRI can establish good relations with them (as symbiosis mutualism).

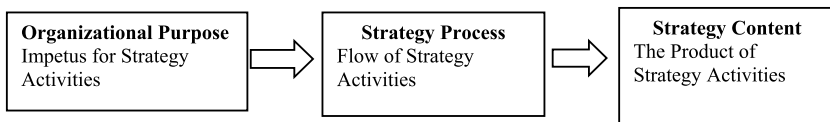


Chart 1. Strategy Dimension

Source: Danny Moss and Barbara Desantos. 2012:115.

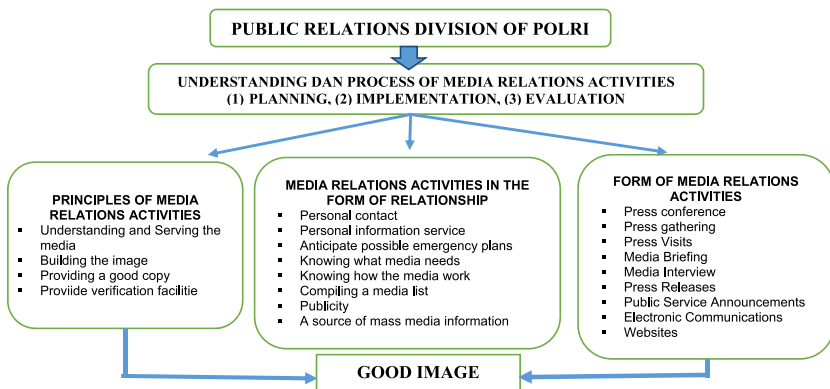


Chart 2. Strategy of PR of POLRI In Improving Positive Images Through Media Relations

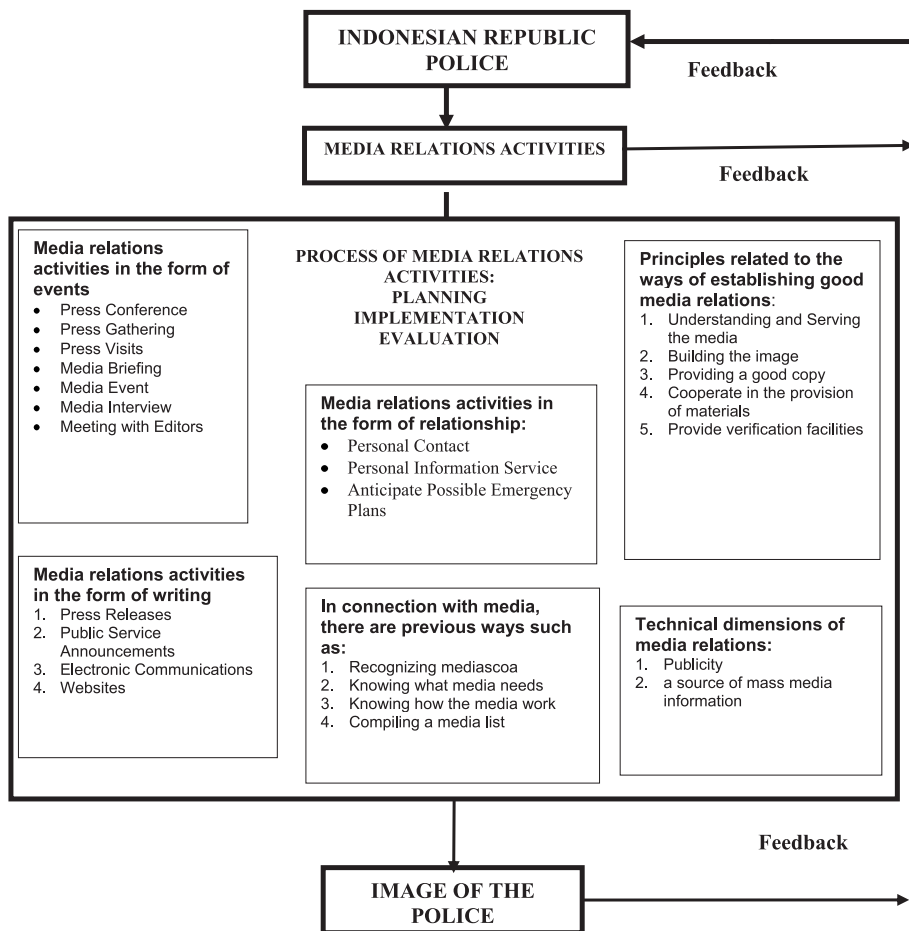


Chart 3. The Strategy of PR Division of POLRI Elevating Positive Images Through Media Relations Activities

REFERENCES

Book

- Darmastuti, Rini. 2012. *Media Relations: Konsep, Strategi, dan Aplikasi*. Yogyakarta: ANDI.
- Giddens, Anthony. 2010. *Teori Strukturalisasi: Dasar-Dasar Pembentukan Struktur Sosial Masyarakat*. (Terjemah). Yogyakarta: Pustaka Pelajar. Hal 29–31.
- Iriantara, Yosol. 2005. *Media Relations Konsep, Pendekatan dan Praktik*. Bandung: PT. Simbiosis Rekatama Media.

- Iriantara, Yosol. 2011. *Media Relations Konsep, Pendekatan dan Praktik*. Bandung: PT Remaja Rosdakarya.
- Jeffkins, Frank & Daniel Yadin. 2003. *Public Relations*. Jakarta: Erlangga.
- Komarudin. 2014. *Reformasi Humas Pemerintah*. Jakarta: Genesindo.
- Moss, Danny and Barbara Desantos. 2011. *Public Relations, A Managerial Perspective*. London: SAGE Publications.
- Nova, Firsan. 2009. *Crisis Public Relations*. Jakarta: PT Kompas Gramedia
- Sari, Betty Wahyu Nilla. 2012. *Humas Pemerintah*. Yogyakarta: Graha Ilmu.
- Soemirat, Soleh dan Elvinaro Ardianto. 2012. *Dasar-Dasar Public Relations*. Bandung: PT. Remaja Rosdakarya.
- Stephen W. LittleJohn. 2009. *Teori Komunikasi*, Edisi 9. (Terjemah). Jakarta: Salemba Humanika.
- Sugiyono. 2016. *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: PT. Alfabeta.
- Sulaksana, Uyung. 2007. *Integrated Marketing Communication*. Jakarta: PT.Pustaka Pelajar.
- Wirawan. 2007. *Budaya dan Iklim Organisasi: Teori Aplikasi dan Penelitian*. Jakarta: Penerbit Salemba Empat.
- Yuliana, Nina. 2014. *Media Relations*. Yogyakarta: Graha Ilmu.

State Legal Documents

- Kementerian Hukum dan Hak Asasi Manusia Republik Indonesia, 11 April 2017. *Peraturan Kepala Kepolisian Negara Republik Indonesia Nomor 6 Tahun 2017 Tentang Susunan Organisasi dan Tata Kerja Satuan Organisasi Pada Tingkat Markas Besar Kepolisian Negara Republik Indonesia. Rekapitulasi DSP Tingkat Mabes POLRI Tahun 2017*. Jakarta. Hal 2–3.
- Undang-Undang Nomor 2 Tahun 2012, tentang Kepolisian Negara Republik Indonesia. Diakses dari <https://kejaksaan.go.id/upldoc/produk/km/UU%202%20Tahun%202002.pdf> pada tanggal 8 Maret 2018 pukul 21.00 WIB

Official Documents Institutions

- Fitri. Januari 2017. *Dokumen Pribadi Bag.Penum: Daftar Media Divhumas POLRI*.

Internet

- Fabian Januarius. Rabu, 19 Juli 2017. *Sri Mulyani: Indonesia Peringkat Pertama Tingkat Kepercayaan Masyarakat terhadap Pemerintah*. Diakses dari <http://nasional.kompas.com/read/2017/07/19/06121891/sri-mulyani-indonesia-peringkat-pertama-tingkat-kepercayaan-masyarakat> pada tanggal 24 September 2017, pukul 15.35 WIB.
- Putra, Nugroho Tri. 8 November 2014. *Government Public Relations, Pentingkah*. Diakses dari http://www.kompasiana.com/nugrohotriputra87/government-public-relations-pentingkah_54f3ea02745513962b6c823f

The Role of Humas in Improving the Higher Education Image in Ambon State Politech

Megiana Joris

Student of Master Program of Communication Science FISIP,
Postgraduate of Diponegoro University, Semarang.
✉ megiana.joris@gmail.com

ABSTRACT

The role of public relations in college has an important meaning in building relationships with the public that must be integrated by applying the function and role of public relations. to improve the institution's image is important therefore the institution is expected to implement the appropriate function and role of public relations. By implementing the appropriate function and role of public relation, the image of institution will be improved. This research method is qualitative descriptive through interview with public relation officer and staff at Polytechnic of Ambon. The purpose of this paper is to know how far the role and function of public relations applied to the Anbon State Polytechnic .

Keywords: role of public relations, function, imageof Ambon State Politechnic,

INTRODUCTION

Background

It is undeniable that any institution, regardless of its form will always strive to place its agency on a prominent place within the community. This is certainly the task of the parts relating to nature with the tasks of public relations, which in the science of Communication is very popular with the term Public Relation, or also known as “Public Relations”. Likewise, the State Politician of Ambon, which is an official government institution, which in its daily task to achieve one of the goals of the Unitary State of the Republic of Indonesia as stated in the preamble of the Constitution of our Country is: “Educating the Life of the Nation”. This is very important given that our Human Resources Index numbers are still low compared to other countries in the world including some of our neighboring countries. To achieve one of the

aforementioned goals of the negarta, the leading sector is the field of education both Formal ml is urnaupun Informal and Non formal.

Materials and Methods.

The problems in this writing are; “To what extent is the role and function of public relations in improving the image of higher education at Ambon State Polytechnic”. Ambon State Polytechnic is an institution that active in Formal Education.

Problem Formulation.

The formulation of the underlying problem of this writing is

1. The role of public relations

In an organization the role of public relations is very important. Public relations has a role in creating reputation, image and relationship. To communicate with the public, PR is also closer to the media either through advertising, social media, or by providing information about the latest organizational developments. Humas also need to open the information service in the form of contest center which is intended for the general public who wish to convey complaints and questions in the field of service organization.

2. Functions of Public Relations

Functions of public relations include; “An overall effort done in a planned and sustainable way in order to create and maintain goodwill and mutual understanding with carbon

- to grow and develop good relationships between institutions and the public, both internal and external public
- Assess and determine general opinions relating to the organization
- Advise leaders on ways to control public opinion properly.

Image in Ambon State Politech

Image of Politeknik Negeri Ambon basically sourced from one of the state goals listed in the opening of the Constitution of the Unitary State of the Republic of Indonesia are:”Improving the Life of the Nation.” Thus any slogan used in the vision and mission of the State Polytechnic of Ambon all lead to achieve the ideals of the country, especially to create a just and prosperous society based on Pancasila and the 1945 Constitution of the State. Furthermore to get the result then the method

used in this case is Qualitative Descriptive method. Which is illustrated by tables. Which will be explained descriptively.

Functions And Roles of Higher Education Public Relations.

HUMAS in principle as a management function, two-way communication between the organization and the public in mutual in growing good will (goodwill), understanding (mutual understanding), sympathy, support, and cooperation both internal and external institutions. Edwin Emery (Rahmadi, 1994) calls the public relations function as a planned and organized effort of an institution to create mutually beneficial relationships with its various public. While the final target of public relations is: first, to obtain and grow good will (good will), understanding (mutual understanding), sympathy and support for the organization they represent; second, neutralize attitudes and opinions that do not benefit the organization. The function of the HUMAS can not be separated from the activities of the management of a university institution because structurally, HUMAS is part of the university. The function of the university HUMAS should be able to identify and map educational objectives and stakeholders, including students, lecturers, administrative staff, alumni, community, government, press media, and student parents. In addition, according to Nasution (2006) other important functions that must be done HUMAS college there are two things, namely:

- a. Building function (constructive), in this case the university can share on the scientific aspect as a tool to solve problems that can be accepted by society, and university policy can be accepted by all academic community.
- b. Corrective function, in which HUMAS must be able to neutralize any negative opinion developed in internal and external society. This corrective function seeks to prevent higher education from doing something that could harm the organization. It also provides the necessary inputs in taking policy.

Dozier and Broom (in Ruslan, 2008), mentions four categories of roles of HUMAS, namely:

- a. Expert Advisor (expert prescriber) An experienced and highly skilled public relations practitioner can help you find solutions to public relations problems.

b. Communication facilitator

In this case, the HUMAS practitioner acts as a communicator or mediator to assist the management in terms of hearing what the public wants and hopes for. On the other hand, he is also required to explain again the wishes, policies and expectations of the organization to the public, so that with mutual communication can create mutual understanding, trust, appreciate, support and good tolerance from both parties.

c. Problem Solving Facilitator (solving facilitator)

The role of HUMAS practitioners in the problem-solving process as part of the management team. It is intended to help the institution leadership as adviser to take execution action (decision) in overcoming problem or crisis faced rationally and professionally.

d. Communications technician (communication technician)

Communication system within the organization depends on each part or level (level), ie technically communication both the flow and communication media used at the level of leadership with subordinates will be different from subordinates to the level of the boss.

According to Nasution (2006), there are three reasons underlying the importance of the role of public relations in universities:

- a.. The management of universities, especially state universities, in the present and future is more autonomous, so leaders often generate policies related to universities. Therefore, a part in this section of the HUMAS is required to continuously and planned socialization, providing information of the policy to the community in the universities (students, lecturers, staff) and communities outside the universities (student parents, alumni, institutions / other agencies).
- b. Healthy and dynamic competition among universities in the country and internationally in seizing interest of prospective students, parents of student calom, and society at large, make the leadership of universities are required to prepare a part in this case HUMAS to manage the information clearly and give the impression of the image positive.
- c. The development of print and electronic mass media in the region

has been increasing, for example newspapers, private radio, and local television in the region, which is always always looking for actual information in universities. It is therefore necessary to share in this part of the HUMAS to foster a harmonious relationship with the press. The goal for information or news that is positive and build about college always be the information of the press.

Meanwhile, according to Djanaid (2005) role of HUMAS college is the key for a college institution, that is:

- a. Humas help find solutions to problems between universities and the community.
- b. HUMAS acts as a mediator to help college leaders listen to community suggestions, criticism and expectations. And instead HUMAS should also be able to explain the information and policies of university leaders.
- c. HUMAS help overcome the problems that occur in universities by providing input to the leadership.

RESULTS

The results of this writing will be read in conclusion later.

The purpose of making this writing

1. Providing information to the public about how public relations works in an effort to improve the image of the Polytechnic of Ambon.
2. As a preliminary information for other interested parties to see the role of public relations elsewhere.

Public Relations or Public Relations section of Ambon State Police is under the control or coordination of the assistant Director IV, and usually at the end of each academic year, Public Relations always make visits to high school and vocational high schools to advocate on the Study Program that is on

Ambonese Polytechnic for all its majors. (Politeknik Negeri ambon has D3 Program with Study Programs: Civil Engineering, Electrical, Accounting, Commerce and Machinery Also D4 Program, with some courses that may be academic year 2019 will release its first graduate.) Polytechnic is indeed education program high non degree, but are in the path of an expert program. As a graduate of D3 Polytechnic majoring

in nursing for example referred to as Nursing Expert, graduate of Accounting D3, called Expert Accounting Madya and so on. While the D4 Program which is a continuation of the D3 Program, its graduates will be called Bachelor of Applied Science (SST). At this stage the graduates referred to are called Fisiotherapi experts if the department is Physiotherapy, and so on.

During this state of affairs at the State Polytechnic Ambon feels very volatile from year to year and even tended to decline, such as in 2012 from the work of the team Public Relations, students who enroll in the Polytechnic Ambon this numbered 629 people. And in the next tah 2013, the same teamwork results turned out that students who enroll in the Polytechnic State of Ambon amounted to 624 people, which means there is a decrease of 5 people. While in the next year 2014, students who register increased to 735 people. so it is suspected how far is the activity of HUMAS PoliteknikNegeri Ambon in its role and function to improve the image of Higher Education from this Ambon State Polytechnic.

Table I. Plan activities of HUMAS Politeknik Negeri Ambon Academic Year 2012

IMPLEMENTERS	TYPE OF ACTIVITY	AUDIENCE	THE PLACE	PERCENTAGE
PR team	Socialization	SMA / MA / SMK In the city of Ambon	Hall of each school	60 %
PR team	Socialization	Communities and stakeholders	Places specified	80 %

Source: Research Results 2017.

Because in the frequency column in the above table it can be seen that from 2 field activities, the total presentation only reaches 70%. From the results of this evaluation occurs because not complete the team members who attended this socialization. This goes on from year to year so that the results of public relations activities Ambon State Polytechnic is said to fluctuate or up and down in the amount. The following table will show the results of the work of Public Relations Team of Academic Year 2012 for the admission of New Students.

Tabel 2. New Student Reception Table
Academic Year 2012, 2013, 2014, 2015, 2016 and 2017

Number	Year	Amount	Information
1	2012	629	The work of Ambon Polytechnic Public Relations Team
2	2013	624	
3	2014	75	
4	2015	559	
5	2016	572	
6	2017	1230	

Source: Research results 2017

Table 2 illustrates that with the same PR team and relatively similar work plan the results achieved are not too disappointing.

CONCLUSION

After we follow the whole description from the beginning of this writing then we come to the following conclusion.

1. Ambonese State Polytechnic in improving its image and quality using a PR team conducting good public relations activities to high school / SMK / MA students and other public audiences To introduce Politeknik Negeri Ambon and educational programs according to their respective majors.
2. PR team is very needed by any organization if you want in order to improve the image of the organization.
3. Public Relations team of Ambon State Polytechnic can improve their organization image because they have good public relations.

As it is known that the task of the HUMAS is: To establish a well-planned communication into and out of the organization between one organization with all its own, also to persuade the public to have understanding and support and think of good intentions, also try to consciously motivate people to be affected mainly through communication to arise a healthy mind to an organization, to give respect, support and survive with various trials and problems. On the other hand in a very simple meaning the task of the HUMAS is tatapmuka (relationship) between groups in a community order. It can also be said that the task of HUMAS is to activate the process of its activities through four stages:

1. Research
2. Discovery,
3. Analysis.
4. data processing

HUMAS is also a distinctive management function and supports coaching, maintenance of joint pathways between the organization and the public concerning the activities of komunikasi, understanding of acceptance and cooperation, involving management in problems / problems, establishing management in following and utilizing changes effectively, acting as an early warning system in anticipating the tendency of research use as well as healthy and ethical communication techniques as the primary means.

HUMAS duties alain is also sebagai management functions that assess public attitudes and plan and conduct an activity program to gain understanding and public support and work in a planned and sustainable in order to create and maintain good intentions. Thus it can be understood that the Ambon State Polytechnic HUMAS team has performed its duties as required and the results as described in the above tables.

REFERENCES

- Davis Antony, (everything.....hal. 3).
- Brities, Institute of Public Relation (IPR) dalam Frank Jejkins (2003 :9).
- Cutlip dan Certer dalam effendi (2009 : 116).
- Djanaid, D. 2005.*Peran Humas dalam Mengembangkan Perguruan Tinggi*. Makalah disampaikan pada pertemuan berkala Forum Humas Perguruan Tinggi Malang Raya.
- Berney Edward, *Everything you should know about Public Relation* (2003 : 6).
- Sitepu Edy Sahputra, (2011: 2).
- Ardianto Elvinro, *Dasar-dasar Public Relation* (2007 : 13).
- Jejkins Frank, (2003 : 9).
- Hubeis, M. 1998. *Pengembangan Public Relations Efektif di Perguruan Tinggi*. Bulletin IPB Edisi Agustus 1998. Bogor: Institut Pertanian Bogor.

International Public Relation Assosiation (IPRA), dalam Rumanti (2005 :11).

Nasution, Z. 2006. *Manajemen Humas di Lembaga Pendidikan*. Malang: UMM Pers

Rachmadi, F, 1994. *Public Relations dalam Teori dan Praktek, Aplikasi dalam Badan Usaha Swasta dan Lembaga Pemerintah*, Jakarta: Gramedia Pustaka Utama

Rumanti Maria Asumpta, (2005 : 7-8).

Harlow Rex, dalam Ruslan (2010 : 16).

The Effectiveness of Online Public Relations in Utilizing Social Media as a Communication Platform Among the Publics in Malaysia

**Mohd Nur Najmi Nuji, Wan Nur Aqilah Maulad Wan Sulaiman,
Anuar Ali**

Universiti Teknologi MARA

✉ mohdnurnajmi@salam.uitm.edu.my / najminuji@gmail.com

ABSTRACT

Public Relations have become one of the most important industries in our world nowadays. The essence of public relations lies upon our communication between one another as well as the development of humankind and technology. The more we explore, the more we reach from one end to another beginning. It is important for us to understand that traditional public relations is not dead but rather with the evolvement of technology and time, we have expanded our tools and platform aligned with the modern technology. Online public relations have becoming one of the important platforms to create and solve a problem. It is to assist, help and monitor the society and the respected bodies without wasting too much time doing things manually. Little did we know, social media has becoming the communication platform for online public relations and due to that, it is safe to say that public relations, communication, technology and social media have a direct relationship between one another. Public Relations practitioners can use social media platform to advocate and gain more knowledge and experiences through how the public's react to certain matter. By all means, it wills benefits the practitioners in a way of which they could learn about keyboard warriors or the human nature when it comes to online.

Keywords: Public Relations, Online Public Relations, social media, communication technology, publics,

INTRODUCTION

Evolving is such a powerful word. From the era of Paleolithic to the millennials era, there are so many improvements and new creations created for the humankind to survive and improvise. From mobile phones to smartphones, from laptops to tablets, our world is evolving

from one thing to another. According to Ayesha Khana (2016), Brian Arthur of the Santa Fe Institute believes that technology evolves over time: “machines started as disparate pieces of seemingly unconnected technologies, but like humans, they also have an origin and a process of evolution.” Due to that, not only it escalated our technologies, it also helps us in terms of our communication, with unlimited access.

According to Richard Nordquist (2017), media critic and theorist James Carey famously defined communication as “a symbolic process whereby reality is produced, maintained, repaired and transformed” in his 1992 book “Communication as Culture, explaining that we connect with one another via experiences. In public relations, communication has always been the key to make things happen. Without it, we will not achieve a win-win situation. Due to the evolvement, the public relations industry is evolving too. Hence, online public relations have also been playing a big role in our industry. There are several objectives for this research. Firstly, to investigate how powerful are the influence of online public relations, Secondly, to study the strategy used in social media to handle an online crisis. Lastly, to identify the public’s views perceptions and decision making regarding online public relations and social media as the communication platform. Thus, It is known that the digital Public relations or online public relations is a tactic used to increase the brand presence online through building relationships with key content writers and online journalists to gain ‘press hits’, or citations, and high quality backlinks (Lovato, 2015). Even though both serve the same purposes, there are still differences between these two. Traditional public relations uses high circulation, readership, and viewer ratings to determine who to approach when selling content to media houses and publishers while online public relations doesn’t exclusively focus on the number of followers on social media sites and readers before approaching them (Jacky Lovato, 2015). Besides, it also focuses on evaluating domain authority and non-paid opportunities for link citations.

LITERATURE REVIEW

Online public relations are important because it gathers everything in one place. With one click, people are able to find the information that they need. On the side of the practitioners, they are allowed to connect and communicate with the public easily and consistently. Little did we know online public relations have helped in much aspect? For example, in the

aviation industry, when MH 370 crashed in the Indian Ocean, Malaysia Airlines used their Facebook and twitter to disseminate information and updates for the public. Here, the information was delivered right to the public in no time. We can therefore say that social media is the platform for online public relations. Social media can be defined as a web-based communication tools that enable people to interact with each other by both sharing and consuming information (Danial Notations, 2017). According to Kent (1988), Dialogue is defined as any negotiated exchange of ideas and opinions. Dialogue theory in public relations helps us to improve our social skills as well as ways to communicate efficiently with the public. For example, answering their questions, providing important information as well as updating them from time to time. According to Kent (2002), the concept of dialogue has its roots in various disciplines such as philosophy, rhetoric, psychology, and relational communication since ages ago. According to Grunig (2009), with the advancement of digital media, online journalist as well as the internet, it is almost impossible to control the flow of information. The rapid growth of information and communication between all parties will at some point direct us to miscommunication and misunderstanding. According to Joshua M. Bentley (2012), Propinquity is the idea that all organizations should make themselves available and accessible to the publics. In other words, it is the reciprocity between the organization and the public to achieve that particular decision or standard. Propinquity is the nature of where when people ask you something, you will straight away respond back to them.

However, in online public relations, there are still challenges when we find to achieve the highest level of propinquity. According to Sandra Glocka (2012), the attribution of responsibility determines the level of guilt of the organization; consequently, intentional crises result in the highest reputation damage and the highest level of secondary crisis reactions such as boycotting the organization or negative word-of-mouth communication. According to Hyunjin Seo (2009), it can be argued that non-governmental organization still put more emphasis on relations with mass media than on two-way communications with publics in their public relation activities that make use of new media. This suggests new media have become an essential part of the media relations of non-governmental organization. According to Wong Pek (2016), the country's first underground sewage treatment plant (STP) is expected to be completed by May this year. Energy, Green Technology and Water Ministry deputy secretary-general Datuk

Harjeet Singh said construction of the Pantai 2 Sewage Treatment Plant (P2STP), which is equipped with state-of-the-art green technology, started in July 2011. This proves that whatever the public relations practitioner is doing during the project is working as they managed to shape the decision-making and their perception towards an underground sewage. According to Amanda Hinnant (2009), “because the mass media play a key role in transmitting knowledge and raising public awareness of public health issues, the scientific community, such as scientists and physicians, also pays attention to health news.” According to Augure (2017), traditional public relations are different with six things which are the profile of the practitioners, the communication channel, the messages, the format, the digital tools and the tone. Even though both are still public relations, these things matters and these what made it all different than one another.

Perhaps most significantly for public relations professionals, eight in ten bloggers post product or brand reviews, and almost nine in ten bloggers blog about brands they love or hate. Due to this, during crises, the public also increasingly turns to blogs for both immediate and in-depth crisis information (Yan Jin & Brooke Fisher, 2010). According to Hyoungkoo Khang, Eyun-Jung Ki and Lan Ye (2012), social media have posed both threats and opportunities for varied domains of practice. In public relations, for instance, with the rise of social media as primary tools for communication, the mediating role played by traditional media between companies and publics has diminished. Instead, a company must monitor individuals’ comments regarding its products or services online 24/7 and must also directly manage a crisis in a timely manner should one occur. According to W. Glynn Mangold & David J. Faulds (2014), social media enables companies to talk to their customers, and second, it enables customers to talk to one another. Social media also enables customers to talk to companies.

In this study, we will apply the quantitative method in the process of collecting and gathering the data. According to Earl (2010), quantitative methods emphasize objective measurements and the statistical, mathematical, numerical analysis of data collected through polls, questionnaires, surveys, or by manipulating pre-existing statistical data using computational techniques. Researchers will be distributing the 50 questionnaires around Kuala Lumpur and in UiTM, Shah Alam itself. This is because there are many potential public relations practitioner in the institution and we want their feedback to be part of the research. As

the method chosen for this study is quantitative, the best method to be used for analyzing would be SPSS software. Statistical Packaged for the social sciences, or known as SPSS software is able to calculate the data collected directly and equally (Den Bergh, 2017).

RESULT AND DISCUSSION

The data collected are gathered and analyses throughout the research process. By gathering the data, we can finally see the outcome of the survey regarding how effective it is online public relations in utilizing social media as a communication platform.

Respondent’s Profile

Table 1. Respondents’ profile

Variables	Category	Total	Percentage (%)
Age	18-24	35	70
	25-34	3	6
	35-44	6	12
	55-64	2	8
Gender	Male	27	54
	Female	23	46
Race	Malay	40	80
	Chinese	6	12
	Indian	4	8
Sector	Media	22	44
	Government	1	2
	Private	8	16
	Electrical & Electronic	2	4
	Business & Administration	3	6
	Health & Environment	2	4
	Education & Training	3	6
	Accounting	2	4
	Marine	1	2
	Engineering	1	2
	Legal Advisor	3	6
	Economics	1	2
	Fashion & Lifestyle	1	2
Education level	Diploma	8	16
	Degree	36	72
	Master	3	6
	PhD	3	6
Total (N=50)			

According to table 4.1 shows the distribution of respondents by age, gender, race, sector and education level. The frequency shown which is 35 (70%) is populated with this range of age whereby the technology was evolved during their years of growing up. According to American Academy of child and adolescent psychiatrist (2017), over 60% of 13-17 year olds have at least one profile on a social networking site, many spending more than two hours per day on social networking sites. By all mean, we know that the age of 18-24, there are already too familiar with the existence of social media. On the other hand, 12% of the respondents, which hold the frequency of six are from 35-44 age range. This could happen as this is the working period and as an employee, it is a must to have at least WhatsApp as the social media to communicate with their colleague.

8% of the respondents is from the range of age of 45-54, which hold the frequency of four (4). In addition, 6% of the respondents are from the age of 25-34 and 4% are from the age of 55-64. This shows that in every range of age, people use social media even for the little things. Social media has a wide definition and it is believed that each of these respondents have their own specification of their own social media.

In this context, 54% of the respondents are male and 46% of them are female. This happens because majority of the respondents happen to be a male instead of female. Although, in real life, women are more frequent and socially active with their social media compared to men. According to Patel (2014), 76% of internet users are women and 24% are men. Besides that, 80% of the respondents are Malay, 12% are Chinese and 8% are Indian. As shown above, it is proven that majority of the respondents are Malay. It is good to see that variety of the publics want to be part of this survey. By having other races as well, we could see the diversity of the results of which we will discover soon. In other words, Malaysia has always been known as the country of '1 Malaysia' and due to that, it is normal to have various races to be part of this research.

We can see that all of the respondents are coming from different sectors and background. This happened because not all respondents come from the same background. Some of them might be working, some of them are still studying and some are them have a part time jobs only. As shown, 44% of the respondents are from the media industry. This could either be the communication and media studies students and also from the people who works in the media industry. Either way,

it is still valid to say that this sector has the highest frequency, which is 22 compared to the rest. In addition, the topic of this research is related closely to the people in the media industry. 16% of the respondents are from the private sector. With the frequency of 8, these two, media industry and private sector have the highest frequency compared to others.

In addition, business and administration, education and training as well as legal advisory share the same percentage which is 6%. Besides that, they also share the same number of frequency which is 3. Electrical and electronic as well as accounting also share the same number of percentage which is 4%, which hold the same number of frequency, 2. Lastly, the government, marine, engineering, economics and fashion and lifestyle also share the same amount of percentage, which are 2%. This led us to the same number of frequency which is 1.

The sectors are very much diverse and due to that, we could see that in every sectors, people still need online public relations to be part of their everyday lives.

72% of the respondents are degree holders or still pursuing their degree in their own majors. The frequency that it holds is as high as 36. Similarly, 16% of the respondents have diploma. This is because diploma is one of the basic educational level we have once we finish our Malaysian Certificate of Education (SPM). On the other hand, Master and PhD share the same value of percentage which is 6% and with the frequency number of three (3). The respondents are given a choice to choose from strongly disagree (1) to strongly agree (5). Firstly, 40% of the respondents agreed that social media is the right platform to communicate. With the frequency number of 20, it is proven by the publics itself that social media is the right platform to communicate nowadays. It does not matter whether the reasons are different from one another, but the publics nowadays really utilize their social media as a platform to connect and reconnect with others. 38% of the respondents strongly agree that social media is the right platform. With the frequency number of 19. the publics have different beliefs in whether social media can help them in making decision on certain things. It is true that each individuals are entitled to their decisions and at times, social media play the role of influencing their decisions. 42% of the respondents agree that social media help them in making decision on certain things. It is important to understand that social media can

only help your decision making on certain things that is not serious or crucial. With the frequency number of 21, it is believe that social media can help us. 28% of the respondents, with the frequency number of 14 agree to the statement.

However, 24% of the respondents have a neutral stand that social media help them in such way. With the frequency of 12, some of them are okay with social media helping them or otherwise. 6% of the respondents disagree that social media could help them in decision making. With the frequency of 3, there are certain matters that social media are better off when making a decision. social media are able to shape, change and manipulate our perceptions. The issue varies from one another. However, the possibility of it shaping our perceptions are high since it is the digital era and everything revolves around the technology and social media. 26% of the respondents strongly agree that it can change, shape or manipulate our perceptions. To think of it, for example, Twitter of Malaysia Berhad was very active during the MH370 crisis. As much as we think it does not affect, it does affect the publics' perceptions towards Malaysia Berhad that particular time. With the frequency number of 13, it is no doubt that social media can control our perceptions. 42% of the respondents agree that public relations officer needs to be active and on the go in their organization's social media. This is because public relations officers are the front page for each organizations and it is very important for them to have a healthy and good engagement with the publics.

When they portray a good impression towards the publics, they will be fond of the organization and will not hesitate to be a loyal customer to them. With the frequency number of 21, we know that the publics want and hope that the front face of the organization can be really active. 40% of the respondents strongly agree that public relations officers need to be active and on the go on their organization's social media. 44% of the respondents agree that they believe public relations industry grow with the existence of social media. With the frequency number of 22, it is proven that public relations industry do grow with the existence of social media. It is very important to understand and know how to differentiate between the existence of social media and internet. When internet was first launched, social media was not there to entertain and do most of the jobs. 40% of the respondents strongly agree that public relations industry grow with the existence of social media.

This can happen because most of the communications, advertisements, events and promotions are being spread in social media, indirectly, make the practitioners change their ways of attracting and persuading the publics. 46% of the respondents agree that online public relations can help solve online crisis easily. With the frequency number of 23, we can assume that what happens online can be solve easily with online public relations. In other words, it is more reachable than traditional ways as it is in the same platform or medium. 30% of the respondents have a neutral stand about this statement. This can happen too as if the matter is too serious and involve a national security, it needs to be more than just online. With the frequency number of 15, we can say that they are not against the statement but neither are supporting it. 38% of the respondents strongly agree that online public relations is used in social media to disseminate news and information efficiently and timely. With the frequency of 19, it is safe to say that online public relations revolve around social media and is the best way to connect and reach their audiences. 32% of the respondents agree to the statement. With the frequency number of 16, it is safe to say that online public relations exist among us in our social media, without us realizing it or not. The dissemination of information and news by online public relations are known to the publics.

36% of the respondents have a neutral stand whether online public relations have more risks but can be settled easily. With the frequency number of 18, it is fair to say that such risks are at times unknown to the publics. Hence, this could lead to the neutral perception on the statement from the publics. 34% of the respondents agree that online public relations have more risks but can be settled easily. With the frequency number of 17, it is safe to say that online public relations can be settled, even though with higher risks. 44% of the respondents agree that the technology evolvement is the main reason why we change from traditional to online public relations. With the frequency number of 22, we can say that the technology evolvement do play a big role in the public relations industry. 30% of the respondents have a neutral stand about the statement. This is because, not all of the respondents come from the same background. Hence, some of them could be the publics that does not grow in times of where internet and social media is widely being used. 36% of the respondents share the same value for agree and strongly disagree for each. With the same number of

frequency, 18, we can say that communication is becoming efficient with online public relations. This is because we know that majority of the communication happens in the Internet. For example, the existence of Facebook, Instagram and Twitter is a proof that communication has been widely used in such platforms like mentioned above. 40% of the respondents have a neutral stand regarding whether the public feel more engage with the online public relations instead of real life. With the frequency number of 20, it is safe to say that engagement in real life is more powerful and influential. 30% of the respondents agree to the statement. This is also an evidence to the statement by Osman (1990), "There are many public relations scholars that believe that social media can approximate some of the features of face-to-face communication." Similarly, it can create a sense of real communication even though it is online. With the frequency number of 15, it is safe to say that some of the publics encounter such engagements with the organization. 42% of the respondents agree to the statement where social media is an effective platform for organizations and the public to build and maintain mutual understanding. With the frequency number of 21, it is safe to say that social media has created its own image of being a platform for communication.

28% of the respondents strongly agree to the statement. According to W. Glynn Mangold & David J. Faulds (2014), social media enables companies to talk to their customers, and second, it enables customers to talk to one another. Hence, with the frequency number of 14, it is fair to say that social media is playing its role based on the survey. However, 24% of the respondents have a neutral stand about this. This can happen because not everyone is into technology and social media. In addition, According to Khang, Eyun-Jung Ki and Lan Ye (2012), social media have posed both threats and opportunities for varied domains of practice. Thus, it could lead to their behaviors of not trusting social media too much. 6% of the respondents disagree to the statement. With the frequency number of 3, it is fair to say that threats and opportunities could be the reason on why they think social media is not affective.

CONCLUSION

As the summary, 50 respondents successfully turn over their answers for the survey within a week after explaining what online public relations all about. Based on the survey, we know that there are two

areas being covered which is Klang Valley and Selangor. The study on how effective it is online public relations in utilizing social media as a communication platform has helped us to understand the fundamental values of public relations itself, crisis, the technology, social media and the relationship between the publics and the organization. Online public relations has a close relationship with the communication theory, which is dialogue theory. This is because it is about building and maintaining the relationship between two or more parties. It is safe to say that whatever that is needed for this study is gathered and analyzed throughout the research process.

As a result, it is safe to say that social media enhance the effectiveness of online public relations in the aspect of being a communication platform. The amount of the publics agreeing to the questionnaire given to them is a proof that online public relations is effective. However, with the lower numbered of percentage of the publics that disagree, it does not mean that it is not counted. It does. What we try to prove in this study is that online public relations and social media can create an unbreakable bond and can be effective in terms of delivering information, validating the news, engaging with the public, solving an online crisis and have different kind of marketing strategies to attract their publics. Besides that, it is crystal clear that the publics are more aware of the thing being posted on social media instead of the traditional media.

Online public relations have utilize the goods and the bad social media could ever offer. We cannot deny the fact that there are many miscommunication issues happened on social media, but we also cannot deny the fact that social media is an effective platform to persuade, manipulate and change our perceptions towards something. In addition, it can also help in terms of decision making, even though at times, it is not advisable. At the end of this study, we now finally understand what the publics think of online public relations and successfully came up with the final findings and evidence that the effectiveness of online public relations in utilizing social media a communication platform is no doubt anymore.

However, there are few recommendations that we could offer in hope that it could enhance and improvise online public relations. Firstly, to have their own department. It is better to have an online public relations department itself in order to focus on the things on social media. This is because when you are specifically in one area,

you could focus more and tend to be more engaged with your publics. Instead of being both practical and online practitioners, it is best if you specified in only one area that you really into and master in. Secondly, increase propinquity, reduce time-consumed. It is no doubt that based on the survey, we could see that not every organizations will be aware of what is posted about them. Hence, they need to improvise that. They need to be more engaged and close to the publics. Even though public relations is a formal profession, it still need an emotional touch here and there. According to Ramnath (2017), however, few business owners neglect all these vital opportunities since they lack in time. Thus, they need to take action on this matter.

Last but not least, they need to have a social media, or an application that gathers all public relations officers in order to disseminate the same and timely information. This can help in terms of validating the authenticity of the information as well as develop a sense of respect towards one another. It is very important to create a mutual understanding among the people that is in your industry as it could help you in a long run. By doing so, the public could get all the information in one place without doubting it. Without us realizing it, we keep on searching and finding the right person and organizations to verify some of the issues spread on social media.

It is important to understand that traditional public relations is not dead yet. We move according to the change and technology evolvement is the biggest twist ever in our era. Hence, online public relations grow together with it, combined with social media, we know it could be an effective platform for both the publics and the organizations. At the end, we know that it is effective, partly because of the technology and partly because the main communication happens online nowadays. According to Margalit (2014), a computer does not require cognitive or emotional involvement, making our interaction with it much easier. Hence, that is why people prefer to communicate online than in real life. Due to that, it gives the opportunity for online public relations to expand and grow while the publics grow and evolve from traditional media to online as well. As a conclusion, we can now finally see the insight of what the public thinks and what the organizations' practitioners need to change. It is important to know that the effectiveness of online public relations in utilizing social media as a communication platform has curved and shaped our publics as well as benefits both the publics and the organizations.

REFERENCES

- Bently, J. M. 2012. Applying Dialogic Public Relations Theory to Public Relations Education. Teaching Journalism and Mass Communication. *Journals of Mass Communication* 2. 1-11.
- Bertot, J.C. & Jarger, P. 2010. Designing, implementing and evaluating user-centred and citizen-centred e-government. *International Journal of Electronic Government Research* 6 (2): 1-17.
- Beverly, J. A. 2013. *Public relations models and dialogic communication in the twitterverse: an analysis of how colleges and universities are engaging their publics through twitter*. Tesis Dr. Fal, The University of Southern Mississippi.
- Bowen, S. A., & Sisson, D. C. 2015. Alumni commitment, organization-public relationships and ethics. In R. D. Waters (Ed.), *Public relations theory and practice in the nonprofit sector* (2nd ed., pp. 63-88). Routledge.
- Cutlip, S. M. & Center, A.H. 1952. *Effective Public Relations*. Englewood Clifff NJ: Prentice-Hall.
- Dutton, W.H., di Gennaro, C. and Millwood Hargrave, A. 2005. *Oxford Internet Survey 2005 Report: The Internet in Britain*. Britain: Oxford.
- Edman, H. 2007. *Twittering to the top: a content analysis of corporate tweets to measure organization-publis relationships*. Tesis Sarjana, Louisiana State University.
- Evans, A., Twomey, J., & Talan, S. 2010. Twitter as public relations tool. *Public Relations Journal* 5 (1): 1-20.
- Gonzalez, R.M. 2013. *Organization Public Relationships on Social Media: The Experience of those who "like" oreo on Facebook*. Tesis Ijazah Sarjana, Arts Department of Mass Communication College of Arts and Sciences, University of South Florida.
- Gordon, J. & Berhow, S.2009. University webistes and dialogic features for building relationship with potential students. *Public Relations Review* 25 (2): 150-152.
- Gregory, A. 2004. Scope and structure of public relations: A technology driven view. *Public Relations Review* 30(3): 245-254.
- Grunig, J. E. 1992. *Excellence in public relations and communication management*. New Jersey: Lawrence Erlbaum Associates.
- Grunig, J. E. 2006. Furnishing the edifice: On-going research on public relations as a strategic management function. *Journal of Public Relations Research* 18: 151-176.

- Grunig, J.E. 1992. Communication public relations and effective organization: An overview of the book. Dlm. Grunig J. E. (pnyt.). *Excellence in Public Relations and Communication Management*, hlm.1-28. New Jersey: Lawrence Erlbaum Associates.
- Grunig, L. A., Grunig, J. E., & Dozier, D. M. 2002. *Excellent public relations and effective organizations: A study of communication management in three countries*. New Jersey: Lawrence Erlbaum Associates.
- Grunig, L. A., Grunig, J. E., & Vercic, D. 1998. Are the IABC's excellence principles generic? Comparing Slovenia and the United States, the United Kingdom and Canada. *Journal of Communication Management* 2: 335–356.
- Gunawong, P. 2015. Open government and social media: A focus on transparency. *Social Science Computer Review* 33 (5): 587-598.
- Hiebert, R.E. 2004. Commentary: New Technologies, public relations and democracy. *Public Relations Review* 31 (1): 1-9.
- Hopkins, J. 2014. Cybertroopers and tea parties: Government use of the internet in Malaysia. *Asian Journal of Communication* 24 (1): 5-24.
- Howard, Anne. 2012. Connecting with people with communities: How Local Government is using Social Media to engage with citizens. Canberra Australia.
- Ingenhoff, D., & Koelling, A. 2009. The potentials of websites as a relationship building tool for charitable fundraising NPOS, *Public Relations Review* 35: 66-73.
- Institute of Public Relations U.K. 2012. <http://www.ipr.org.uk/> [3 July 2018].
- Jamilah Hj Ahmad. 2009. Perhubungan awam dan teknologi baru, *Jurnal Pengajian Media Malaysia*. 11(1): 21-36.
- Kate Fitch. 2009. The new frontier: Singaporean and Malaysian public relations practitioners' perception of new media. *Asia Pacific Public Relations Journals* 10 (2009): 17-33.
- Kent, M. L. & Taylor, M. 1998. Building dialogic relationships through the World Wide Web. *Public Relations Review* 24 (3):323-334.
- Kent, M. L. & Taylor, M. 2002. Toward a dialogic theory of public relations. *Public Relations Review* 28:21-37.
- Kent, M. L. 2010. Directions in social media for professionals and scholars. In R. L. Heath (Ed.), *Handbook of Public Relations* (2nd ed., pp. 643-656). Thousand Oaks, CA: Sage.

- Khan, G. F., Swar, B. & Lee, S. K. 2014. Social media risk and benefits: A public sector perspective. *Social Science Computer Review* 32 (5) : 1-22.
- Khasawneh, R. T & Abu –Shanab, E. A. 2013. E-Government and social media sites: The role and impact. *World Journal of Computer Application and Technology* 1 (1): 10-17.
- Kietzmann, J.H., Hermkens, K., McCarthy, I.P., & Silvestre, B. S. 2011. Social Media?Get serious! Understanding the functional building blocks of social media. *Business Horizons* 54: 241-251.
- Kirat, M. 2007. Promoting online media relations: Public relations department's use of Internet in the UAE. *Public Relations Review* 33: 166-174.
- Porter, R. M. Steers, R. T. Mowday, P. V. Boulian.1974: Organizational Commitment, Job Satisfaction, and Turnover among Psychiatric Technicians, *Journal of Applied Psychology*. 59 (5): 603-609.
- Linville, D., McGee, S., & Hicks, L. 2012. Colleges' and universities use of Twitter: a content analysis. *Public Relations Review* 38 (4): 636-628.
- Mainka, A., Fietkiewicz, K., Kosior, A., Pyka, S. & Stock, W. 2013. Maturity and usability of e-government in informational world cities. 3rd *European Conference on e-Governance- ECEG 2103*. Hlm. 292-300.
- Marlow, E. 1996. *Electronic Public Relations*. California. Wadsworth Publishing.
- Mitchell, R., K. Agle, B., R. & Wood, D., J. 1997. Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *The Academy of Management Review* 22 (4): 853-886.
- Mohd Hamdan Adnan. 2008. *Pengamalan perhubungan awam kerajaan dan politik Malaysia*. Universiti Teknologi MARA Shah Alam: UPENA.
- Mohd Hamdan Adnan. 2008. *Perkembangan perhubungan awam kerajaan dan politik Malaysia*. Universiti Teknologi MARA Shah Alam: UPENA.
- Mohd Yahya Mohamed Ariffin. 2012. *Perhubungan Media di Malaysia*. Kuala Lumpur:Penerbitan Universiti Malaya.
- Mohd Yusof Hj Abdullah, Noor Rahamah Hj Abu Bakar, Abd Hair Awang, Junaenah Sulehan & Ong Puay Lin. 2011. Memobilisasikan penyertaan local melalui Participatory Rural

- Appraisal (PRA) bagi penilaian keperluan untuk pembangunan komuniti. *Malaysian Journal of Communication* 27 (1): 170-179.
- Mokmin Basri, Zawiyah Mohammad Yusof & Nor Azan Mat Zin. 2013. *Dasar Maklumat Nasional di Malaysia*. Bangi: Universiti Kebangsaan Malaysia.
- Norshuhada Shiratuddin, Mohd Azizuddin Mohd Sani, Shahizan Hassan Mohd Khairie Ahmad, Kartini Aboo Talib & Noor Sulastry Yurni Ahmad. 2016. Generation Y's political participation and social media in Malaysia. *Malaysian Journal of Communication* 32(1): 125-143.
- OECD. 2001. *Citizens as Partners: Information, Consultation and Public Participation in Policy-Making*. Paris: Organization for Economic Cooperation and Development.
- Ohk, K., Park, S.B., & Hong J.W. 2015. The influence of perceived usefulness, perceived ease of use, interactivity, and ease of navigation on satisfaction in mobile application. *Advanced science and Technology Letters* 84: 88-92.
- Omar, R., Ramayah, T., Lo, M., Sang, T. Y. & Siron, R. 2010. Information sharing, information quality and usage of information technology (IT) tools in Malaysian organizations. *African Journal of Business Management* 4 (12): 2468-2499.
- Paek, H. J., Hove, T., Jung, Y. & Clode, r. T. 2013. Engagement across three social media platforms: An exploratory study of a cause-related PR campaign. *Public Relations Review* 39 (5): 526-533.
- Pedwell, C. 2012 Economies of empathy: Obama, neoliberalism, and social justice. *Environment and Planning D: Society and Space* 30: 280-297.
- Phillips, D., & Young, P. 2009. *Online Public Relations; A practical guide to developing an online strategy in the world of social media*. Kogan Page. London.
- Quresh, S. & Siong, H. C. 2011. Toward Putrajaya green city 2025 implementing neighbourhood availability in Putrajaya. *APSA Congress*.
- Rybalko, S. & Seltzer, T. 2010. Dialogic communication in 140 characters or less: How fortune 500 companies engage stakeholders using Twitter. *Public Relations Review* 36 (4): 336-341.
- San, S. S., Abdul Muati Ahmad, Hamisah Hasan & Rosya Izyanie Shamshudeen. 2015. Media exposure on cervical cancer advertisements. *Jurnal Komunikasi- Malaysian Journal of Communication* 31 (2): 263-278.

- Seltzer, T., & Mitrook, M.A. 2007. The dialogic potential of weblogs in relationship building. *Public Relations Review* 33: 227-229.
- Siong, H. C. 2006. Putrajaya-administrative centre of Malaysia 'Planning Concept and Implementation'. *Sustainable Urban Development and Governance Conference*. Sung Kyun Kwan University 16 November 2006.
- Smith, B. G. & Gallicano, T. D. 2015. Terms of engagement: analysing public engagement with organizations through social media. *Computers in Human Behavior* 53: 82-90.
- Stockhausen, M. A. 2014. Social media public relations practices of community non-profit organizations. Tesis Sarjana, The Graduate School of Clemson University.
- Stockhausen, M.A.2014. *Social media public relations practices of community non-profit organizations*. Tesis Sarjana, The Graduate School of Clemson University.
- Syed Arabi Idid. 1994. *Kaedah Penyelidikan Komunikasi dan Sains Sosial*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Syed Arabi Idid. 2014. *Transformasi Pemikiran Komunikasi*. Bangi: Pusat Pengajian Media dan Komunikasi, UKM.
- Tengku Siti Aisha, Saodah Wok, Aini Maznina A. Manaf, and Rizalawati Ismail. 2015. Exploring the use of social media during the 2014 flood in Malaysia. *Procedia- Social and Behavioral Sciences*, hlm. 931-937.
- Wirtz, B. W. & Kurtz, O. T. 2016. Citizen preferences toward e-government city portals: An empirical analysis of full online, mobile and social media services. *International Public Management Review* 17 (1): 1-20.
- Wright, D.K. & Hinson, M.D. 2010. How new communications media are being used in public relations: A longitudinal analysis. *Public Relations Journal* 4(3): 1-27.

Managing Relations with Internal Public as Strategy of Public Relations in University

Risa Dwi Ayuni, Muhammad Agus Humaidi, Laila Qadariah
University of Islam Kalimantan Muhammad Arsyad Al Banjary
✉ rda.academic@gmail.com, m.agus.humaidi@gmail.com,
✉ lailaqadariah@gmail.com

ABSTRACT

This research was aimed to examine the importance of managing relations between the university as a corporation and the internal publics. In Public Relations itself is related to the internal public and external public The Internal Public is as important as the External Public. In strategic public relations, corporate must build goodwill to lecturers, employees, and students. Internal conflicts often occur like demonstrations and protests. University as corporate is directed to share the focus not only to the external public but also the internal public by building integrated communication management and effective public relations programs with internal public.

Keywords: Public Relations, Internal Public, Strategy of Public Relations

INTRODUCTION

Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.(Broom, 2009). Another definition is In Rivero, and Theodore (2014), Public relations is a management tool designed to establish support among a firm's various internal and external publics (Thomas & Lane, 1990).Grunig (2013: 531-532) writes that internal and external relationships should be symmetrical. That is, Public Relations should entwine the program to the internal and external public.

Every corporate should put attention on both publics. Not only focus on external publics such as media and society. Publics now found their own voices. Corporate should concern opinion inside of their corporate. Voice of internal public is like two sides of the blade because it brings together positive and negative benefits. It can be a guide for

the public in assessing the corporation because people understand that inner voice is the real voice. If the voice is positive then it is very good for corporate impact. If the internal public voice is false, complaints, protests and other dissatisfaction, of course very influential on corporate reputation. When public relation practitioners saw their primary role as identifying, building, and sustaining relationships between an organization and its stakeholders, the nature of the profession changed. Now, instead of emphasizing one-way communication, organizations began to place increasing importance on two-way communication. Furthermore, if these relationships were to be sustained, they had to be mutually beneficial – where both organizations and their stakeholders benefitted. When relationships became the primary focus for public relations activities, spin (i.e., intentionally making something appear better than it is) became counterproductive to long-term public relations goals. And that's because spin destroys the most important ingredient for a vital, healthy relationship: trust. (Matthew, 2012)

LITERATURE REVIEW

Internal Publics, the valuable assets

Company assets are not just in the form of fixed goods such as buildings, land and other properties. Another valuable asset is the people who drive a corporation. At the university, valuable internal public are lecturers, employees, and students. These three are called internal public within the university that drives a university. Lecturers influence the quality of teaching. Employees have an effect on the smoothness of university management. Students are consider as important internal publics to as they are the customers who pay tuition fees to the university

If the public external public conducts public relations programs such as community relations, media gathering, press conferences, then the corporation must also be balanced to do public relations programs involving internal public such as employee gathering give rewards for any achievements, internal competition, and other public relations program that bring joy and welfare to internal publics.

Public Relations program targeting the internal public is expected to increase productivity, positive vibes. Gabcanova (2011) in her survey about ‘The Employees, the most important asset in organization’

has proved that the growth of satisfaction leads to the productivity, improvement of the products' quality or rendered services and the higher number of innovations. With a sustainable public relations strategy, the well-established and internally-maintained relationships of these universities can ultimately increase profits as more and more prospective students make their choice at the University of Islam Kalimantan Muhammad Arsyad Al Banjary.

Managing Relations with Internal Publics as Strategy of Public Relations

Public relations contribute to effectiveness by building symmetrical balance relationship with its publics. (Grunig, & Dozier, 2006: 34) Grunig's excellence study demonstrated that PR could proactively manage challenges that corporations face in their operating environment, including litigation, regulation, legislation and negative publicity caused by poor relationships. His research also showed that internal symmetric communication between managers and employees was especially important for preventing internal crises, such as industrial relations disputes or unethical conduct, and helped to build a 'participative culture. Botan (2006) argues that a company's strategy and tactics must be consistent with the overarching grand strategy of the organisation, so that stable and positive relationships are built with strategic publics during public relations campaigns. (Hobbs and Mann p 8-.9)

Handle the issue, before it turns to crisis.

There is difference between an issue and a crisis. The difference can be understood on the basis of five parameters like speed, surfacing, scrutiny, structure and stance. (Raula&Pavel p 3-4), a crisis happens quickly, suddenly and demands intense scrutiny whereas an issue develops gradually and generates sporadic interests from the audience.. If an issue is not managed timely, it can result in a crisis. (Bensilum Eddie, 2010) In other words, when an issue escalates, it may become a crisis. An organization's structure needs to be rigid during a crisis. The stance should be reactive in a crisis situation whereas in the case of an issue, an organization should be proactive. The public relations practitioners should also understand the relationship between the two.

Harison(2011) in Hobbs and Mann (p.5)Crisis communication is used by an organisation following a major crisis that threatens their image and financial performance. Crises can be internal or external

in origin. For instance, an internal crisis might arise as the result of a major industrial relations dispute or product failure, while an external crisis might result from a natural disaster or macro economic forces. Therefore, before issue escalates into crisis, corporate should solve the issue immediately.

RESEARCH METHOD

The author believes that there should be a survey to measure how intensive public relations strategy in managing relations with internal public in University. The type of research used is empiric research carried out by questionnaire. The internal public survey was conducted in the period starting June 11th to 16th June 2018 in University of Islam Kalimantan Muhammad Arsyad Al Banjary. . This survey is to analyze the perception of lecturer, employees, and college students as internal public of corporate. The survey delivered to 50 persons. There are 6 questions asked in order to fulfill validity.

RESULT AND DISCUSSION

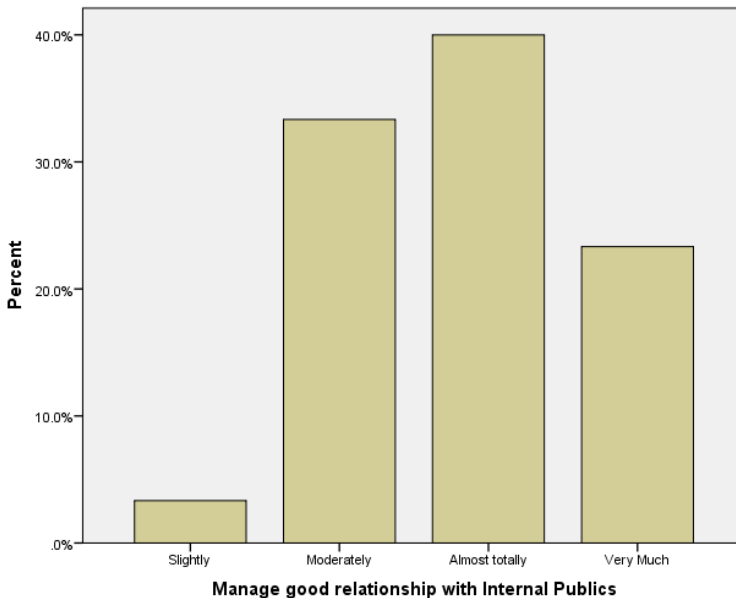


Figure1: Managing good relationship with Internal Publics in %

Mostly internal publics are almost totally agree that corporate build good relationship with internal public.

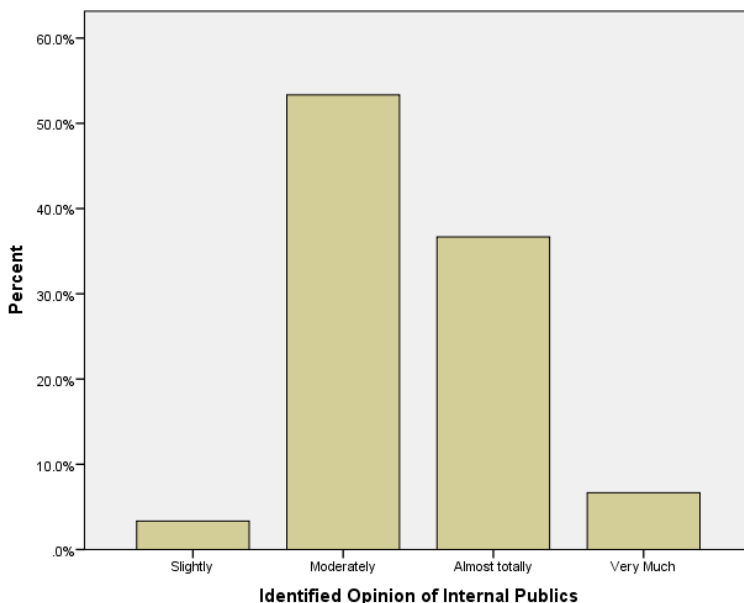


Figure 2. Identifying Opinion of Internal Publics in %

Identifying means asses before public complaints. This means that public relations should identify in advance the problems and complaints that will occur by actively asking the internal publics for their opinions.

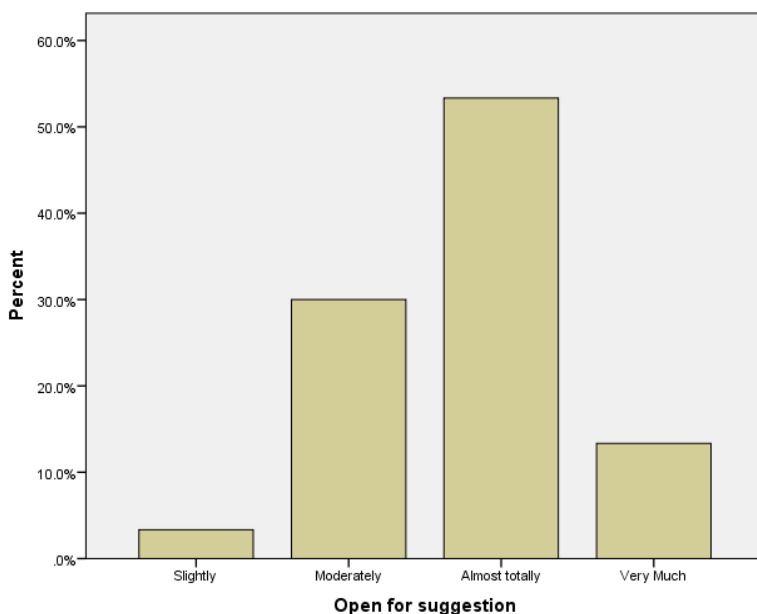


Figure 3. Open for Suggestion in %

During this time the respondents admitted that the corporation is open to public opinion. Each suggestion is only accommodated but is rarely acted upon in real terms.

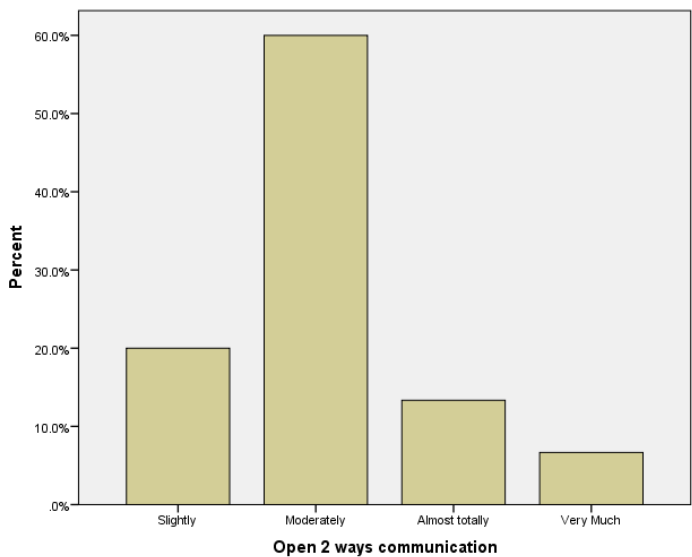


Figure 4. Open two way of communication with Internal Publics in %

Open for suggestion is easy. But whether the corporation has opened a two-way communication. Two-way communication is the willingness between senders and receivers to meet face-to-face and share moment of truth.

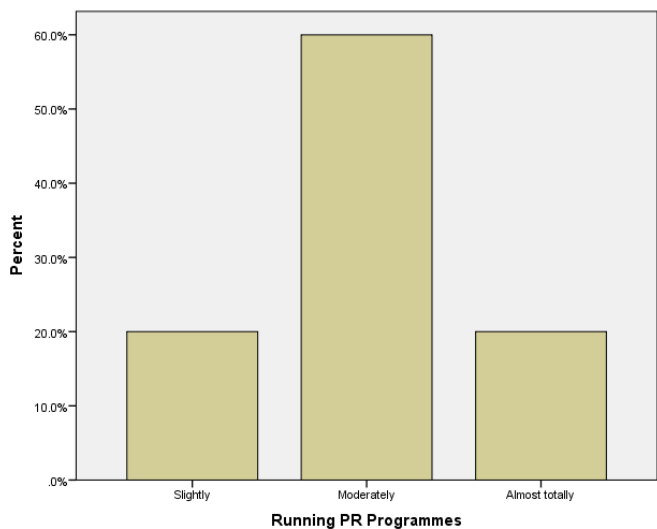


Figure 5. Running Public Relations Program for Internal Public in %

Almost 60% of respondents stated that the public relations program is not too run by corporate. Sustainable public relations program is very important in supporting the good relations with internal publics. Corporate must schedule various public relations program.

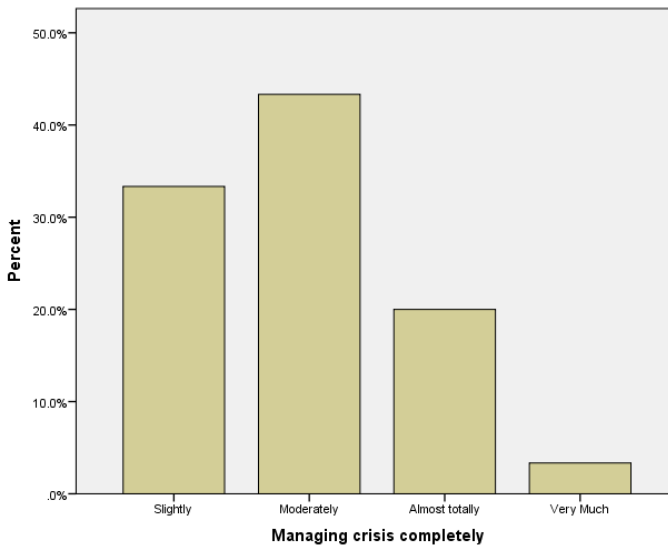


Figure 6. Managing Crisis Completely in %

As the data shown above, slightly and moderately become the most answers. This shows that internal public does not believe corporations can resolve the crisis thoroughly.

CONCLUSION

Based on the results, it shows the detailed answers which factor in managing relations should maintain or improve.

1. General managing relationships have been working in general
2. Identifying has not been done entirely by corporate initiatives
3. Acceptance of advice from internal public received and accommodated
4. properly
5. The corporation does not open full two-way communication. Face-to-face
 - a. sessions are open to internal public who are in discussion. Because

- b. discussion is better than one-way communication only.
- 6. Public Relations Programs involving internal public should be improved
- 7. regularly.
- 8. Corporates should act quickly to resolve the crisis thoroughly.

With the various explanations above, it can be concluded how important the internal public in Public Relations. The university as a corporation must believe how important the internal public is by executing the various strategies outlined in the Public Relations program.

The following suggestions can be run:

1. Listening

Listen, not only hear. Public Relations should listen to various complaints and suggestions from internal publics. Therefore, corporates should establish communication channels and manage incoming and outgoing messages. After listening should be finished accommodated and submitted by submitted to responsible departments.

2. Approaching

When listening, internal publics are the active opinion, then in the approaching step, it is the corporation that comes to the internal publics for listening process. The approach here means identifying problems before a crisis occurs. Public Relations play an active role in establishing communication with internal publics, before complaints and protests are made.

3. Public Relations Program

Public Relations program was created as a precaution. Prevention is essential to avoid a crisis. Crises in the form of demonstrations, protests and strikes can certainly make all parties uncomfortable and tarnished the reputation if it entered in the media coverage. It can even destroy corporates. Warren Buffet in its famous quote takes 20 years to build a reputation and only 5 minutes to ruin it

Oliver (2007: 67), the things that should be considered in public relations operational practice is to build and target internal public (identifying), then plan an integrated communication program. After identification and planning, the corporation can realize an effective communication program through word and deed. One of the program

could be giving awards to students, lecturers or staff who excel. Open a gathering such as luncheon, seminar, or scheduled an out bound are important too to build relationship and communication between internal publics and corporate. With this public relations program is expected to build sympathy and good relations with the internal public so as to improve the atmosphere of good work and job excellent performance.

REFERENCES

- Broom, Glenn M. and Cutlip, Scott M (2009) *Effective Public Relations*. Pearson
- Rivero, Orlando. And Theodore, John (2014) *Global Journal of Management and Business Research: B Economics and Commerce* 4 (1) Online ISSN: 2249-4588 & Print ISSN: 0975-5853
- Gabcanova, Iveta (2011). *The Employees The Most Important Asset in Organization. Human Resources Management & Ergonomics* V (1) 1-11.
- GirboveanSorina-Raula and Pavel Silvia-Mihaela. *How to Manage Public Relations Crisis*. Faculty Economics and Business Administration Craiova, Romania
- Grunig, E. James. (2013) *Excellence in Public Relations and Communication Management*. Routledge. ISBN 9781136691751
- Harrison, K 2011, *Strategic Public Relations: A Practical Guide to Success*, Palgrave MacMillan, Melbourne.
- Hobbs, M 2015, 'The Sociology of Spin: An Investigation into the Uses, Practices and Consequences of Political Communication', *Journal of Sociology*, published online before print, 7 January, doi: 10.1177/1440783314562414.
- Hobbs, M and Mann, Alana. *Public Relations and Tactics* http://lib.oup.com.au/he/media_journalism/Chalkley_CDMEL2e_Online.pdf
- Mattew, Cabot (2012) *Introduction to Public Relations*. AJEEP, 8 <http://www.sjsu.edu/ajeep/docs/IntroToPR.pdf> Oliver, Sandra (2007) *Strategi Public Relations*. Jakarta: Erlangga

Public Relations Strategy of Lamandau Tourism in Promote Cultural Tourism in Lamandau Regency

Reny Dewi Arista

Magister Ilmu Komunikasi Universitas Diponegoro

✉ renydarista@gmail.com

ABSTRACT

The purpose of this research is to know the marketing communication strategy of Public Relations of Lamandau Regency Tourism Department in promoting Cultural tourism in Lamandau district. The problem in the research is the chosen strategy of public relations in promoting cultural tourism especially Babukung and Babantan Laman tourism and applying into promotion mix. Public Relations plays an important role to determine the success in setting up the image of a company or a particular agency, and keep the relationship. This research used descriptive qualitative in-depth interview method and library study. In addition to the observation of spaciousness and request data from the Department of Tourism direct responders are used is the Department of Tourism directly related to cultural tourism events. Lack of human resources and experience is the lack of public relations and Internet facilities also become one of the obstacles in promoting cultural tourism. Cooperation with organizations and exhibitions is an excellence of the Department of Tourism

Keywords : *public relations, culture tour, promotion mix*

INTRODUCTION

Tourism becomes one of the primadonna for countries in increasing their sources of income outside of oil, gas and tax . Currently Indonesia as one of the developing countries began to promote its country to attract the eyes of other world, this is intended to make Indonesia more famous for citizens / residents of other countries to visit Indonesia. Promotions are done is to sell the diversity of tourism and culture of Indonesia, this is responded positively to the number of tourists who visit Indonesia.

Based on Law no. 22 of 1999 on regional autonomy provides an opportunity for the development of new areas in the territory of

Indonesia. Regional autonomy in Indonesia is the right, authority, and obligation of the autonomous regions to regulate and manage their own governmental affairs and the interests of local communities in accordance with legislation. This will give the local government the freedom to manage and develop all potentials in the area. related to the management and development of new created regions, it is necessary to have a pattern of government communication in informing all forms of resources and potentials in the region.

Lamandau is one of the new districts that is focusing on tourism, not only nature tourism but the government is also focusing on cultural tourism. Lamandau regency is one of the districts located in Central Kalimantan province, which was inaugurated on 4 August 2002 with the capital of Nanga Bulik. The world of tourism is currently one of the sectors that become the mainstay of several countries in the world to make the sector able to increase foreign exchange. This is because the tourism sector brings tourists or investors and opens jobs to get the profits that will boost the income of a region. In Indonesia the tourism sector is a mainstay of several regions and make the tourism sector becomes one of the sectors that support revenue.

Besides that society and government have to cooperate. The government must work hard to introduce regional tourism to the community around even outside the region or overseas The government must be intense in promoting cultural tourism lamandau and can create jobs. Although it is still a newly established district, the Tourism Office can not be outdone by other districts. Tourism in Bumi Bahaum Bakuba or called Lamandau not only in its natural beauty that is abundant but still strong Dayak culture in Lamandau, the community and the government work together in conducting routine Culture tours every year one of Babukung festivals and Bebantan Laman. Babukung is originally a hand crafted mask named sababuka. Bukung is a human figure who decorate himself to be like a ghost with a face that is tattooed, carved chest, then using accessories from coconut leaves or the like there is also a mask called King's Bukung.

Actually this mask is more often seen in the ceremony of death and is used at night and used while dancing to the accompaniment of certain music to accompany the corpse that will be buried, or in use on activities Tiwah the transfer of ancestral bones or our relatives from the tomb to the stumble. Bebantan Laman is a Dayak rinse heirloom

tradition in delang. Delang is one of the districts in Lamandau District. This procession is not merely washing the heirlooms, but the preservation of the traditions of kaharingan religious people.

The government has tried to do the promotion but many obstacles faced one of them is the human resources used in the promotion team, in addition to transportation access if the promotion team want to document the cultural tourism away from the city center. In addition public relations or promotional team to approach using a particular media, and the public more to know about the tourist tour, and strategies appropriate Public Relations and communication strategies conducted to communities in the region or outside the region. Communication strategy made public relations should be right on target and can make people understand and capture the meaning of the message, this is done so that there is no misunderstanding when promoting cultural tourism.

As mentioned above, the promotion team is one of the key to introduce the cultural tourism. This promotion team is formed from Public Relations. Appropriate Public Relations approach in order to achieve the desired target community is very important. With the above explanation researchers feel the need to conduct research to determine the strategy Public Relations Department of Tourism for promotion of cultural tourism Lamandau. Based on the problems above, then the problem in this research, that is how communication strategy used by Public Relations to promote cultural tourism in lamandau and also how far the strategy is working.

In general Public Relations is a process of interaction where Public Relations create public opinion as an input that benefits both parties, and instill understanding, cultivate motivation and public participation, aiming to instill good wishes, trust of mutual understanding, and a good image of the public. It is often argued that it is difficult to define the notion of Public Relations satisfactorily and acceptable to all circles, as well as to describe it in its entirety. Although the definition of Public Relations has been put forward by experts. (Sumampouw, 2016)

Furthermore, according to Lamb (2001: 234) that public relations is an element in the promotion mix that evaluates the attitudes of the community, identify the things that cause community awareness and implement programs that will add to the understanding and acceptance level of society.

Then in carrying out promotional activities, one of the factors affecting the success of promotional programs that run is about the function and role of public relations. This is in accordance with the theory of Wasesa (2006: 117) that the position of public relations in the standards of management structure is very influential on the information that can be submitted to the mass media. The lower the position, the more likely the information deviation is given to the mass media.

Anna Gregory (2004: 98) states that the strategy of Public Relations is an overall approach to a program that must be formed, he became the guide of the main ideas, and the thinking behind the tactical and the foundation tactical program. Still according to him, strategy is the principle that moves you from your current point in the direction you want.

Communication is the process by which thinking and understanding are communicated between individuals, or between organizations with individuals (Effendy, 2001). Communication occurs when the source conveys a message to the recipient with a conscious intention to influence the behavior of the recipient.

Usually promotional activities that can be said to be effective, if done directly and persuasive communication. As Penglaykim (1987: 16) puts it in (Lamarang, 2013), the notion of promotion is as follows: "Promotion is marketing communication that is informative, as well as persuasive". So promotion can be said one way of marketing in order to increase tourist visits due to the provision of information and explaining attractions with persuasive techniques.

In marketing standard promotion is one component of marketing mix or known as Promotion Mix (shimp, 2000) is 4P: product, price, place, promotion. the fourth "P" is an inseparable unity, no matter how small it affects the other who can stimulate or push the purchase attract (pull) the attention of the buyer and able to persuade (pass) to take action or express his opinion about the object tours offered (Chatamallah, 2008)

RESEARCH METHOD

In this study, researchers used a qualitative approach. The research used qualitative descriptive method. Data collection techniques in

descriptive qualitative study in semi-structured interviews were compared with structured interviews (Sugiyono, 2012) and literature study. In addition to the observation of spaciousness and request data from the Department of Tourism directly. Analysis of qualitative research data according to Miles and Huberman in (Ruliana, 2015) there are three stages, namely: (a). Data reduction stage (b). Data presentation stage (c). Stage of conclusion and data verification.

RESULTS AND DISCUSSION

Tourism Office of Lamandau Regency was established based on Local Regulation of Lamandau Regency Number 26 Year 2010 concerning Formation of Organization and Working Procedure of Tourism Office of Art and Culture of Lamandau Regency and then amended the regional regulation with number 11 Year 2016 on Formation and Composition of District of Lamandau, and Regulation Regent of Lamandau Number 55 Year 2016 Date 27 December 2016 on Position, Organizational Structure, Main Duty and Function of Tourism Office.

The Tourism Office has the duty to exercise the authority of decentralization and assistance task in the field of Tourism in accordance with the policy stipulated under the laws and regulations. In this case the Department of Tourism aims to introduce or promote cultural tourism because nature tourism is not much different from other regions. Cultural tourism owned by Lamandau there are some of the Festival Babukung, Bebantan Laman, Balayah Lanting, and cut Garung Pantan. But here researchers focus more on Festival Babukung and Bebantan Laman



The Babukung Festival is held every Year as it is one of the Lamandau icons and closely with the Tomun Dayak beliefs ritual. As for Bebantan Laman has become a tradition that can not ditiggalkan down because of ritual washing of this heirloom has been done.

Cultural tourism above is a hereditary heritage and is a tradition that is very guarded by Lamandau or Dayak Tomun. Tourism Office further introduce this tour to attract domestic and foreign tourists to get to know Central Kalimantan especially Lamandau district. The tourism office of Lamandau has public relations activities or Public Relations conventionally and non conventional. Conventional Public Relations that exist in the Tourism Office of the message message corporate or government that depends on the speaker such as journalists, reporters or people who dtugaskan directly in convey to the target or the community. While non-conventional is through electronic media such as social media or website Lamandau District Tourism Office is supported by 31 (thirty one). Tourism Promotion and marketing sector has its own section of tourism marketing communication section, section of basic development, marketing strategy section.

In this study the authors try to apply in Promotion Mix is 4P: product, price, place, promotion. Lamandau Regency Tourism Office has a field of promotion in which public relations perform tasks that have been programmed. This field of public relations is working with organizations that assist them in promoting the Lamandau area. The products owned are cultural tourism Babunjung festival and Babantan Laman, this tour is offered to organizations that will be cooperated. When interviewing the head of marketing department of marketing department, respondents explained there are several methods used in the promotion. The results of interviews conducted with head of marketing strategy section of Tourism Department, Mr. Rodias Hendi on July 2, 2018 in the head section of the following section:

“Our public relations or promotion team does not work alone. We work with organizations, where they will also help promote cultural tourism in Lamandau. As last year we held activities and invited tour operators from Jakarta and Pangkalanbun totaling 15 people nationally and internationally. “

Tourism Department that has a strategy to cooperate with national and international tour operators to support all the promotion of cultural tourism. Every year in addition to promoting, the Tourism Office follows the BBTF (Bali & Beyond Travel Fair), it supports tour operators to get tours as well as tour packages according to their wishes that they will later help to promote the tour. The prescribed price has been taken into consideration, so that the partners get the right

price. Although the price issue will follow the development of how profitable cultural tourism for both parties. In addition to cooperation promotional strategy is done by using print and electronic media.

“We do promotions through print media such as posters and even billboards, in addition to using social media such as facebook and Instagram, but we have a website but not the maximum because no one can to process the website.”

Tourism Department also launching Babukung festival in Jakarta on 1 July 2018, this is so that tourists know the culture Babukung existing in the district lamandau and bring in domestic tourists of course. Place is also a constraint in marketing mix. Determining a strategic place in carrying out activities to conduct a big event is very important this so that consumers or tourists do not spend more or disappointed with access to places that are difficult to reach. therefore that as cultural tourism activities conducted in the middle of Lamandau city, although there are events held certain places will then be provided transport. As said by Mr. Rodias Hendi that is:

“The determination of the location in conducting cultural events should also support so that later tourists are not difficult to reach, at least we prepare transportation if the event took place in villages far from the city”

Tourism Department also has a website but they are still hindered by limited internet access and human resources capable of processing the website. Human resources are also important for promotion. Although there are 31 employees in this service but only a few who are graduates in the field of tourism and scholars, in addition access roads that are less supportive of the district and sub-district also become their own obstacles. According to the head of marketing strategy section that still lack of human resources also make some fields concurrently so that not maximal, other than that less experience also make the reason of public relations or public relations can not optimally perform its duty.

Even when asked, whether to have a specific strategy or program to support the experience of public relations, Mr. Hendi said:

“We do everything on the go and do have to be patient, but we also need a new budget to facilitate the activities, especially the internet, because some districts in Lamandau have no signal but have wifi access, so this can facilitate us without having to visit the area”.

In addition, there is no regular evaluation that is really in-depth to discuss appropriate marketing strategies.

CONCLUSION

Based on the above research it can be drawn conclusion that is: Public Relations strategy used in the Department of Tourism should continue to clean up because it still see many obstacles and deficiency. The promotion mix is still not optimal yet, it is still lack of strategy that is suitable to support every cultural tourism activity. Marketing communication strategy with Promotion Mix still not optimal there are still many things that can be done to support this promotion mix. In addition, human resources that are not optimal in their respective fields are also a barrier. However, seeing the Tourism Office efforts to follow the event to introduce cultural tourism in Lamandau district is very remarkable, even held a Launching of dance Babukung in Jakarta is a remarkable achievement. Cultural tourism maintained is an important icon that introduces Lamandau Regency in Indonesia and even the world. A good strategy and must with appropriate training will have a good impact.

In addition to certain organizations to establish cooperation, the Department should also be more familiar with the community so that the establishment of good cooperation to support cultural tourism is an example in the district that still maintain their traditions. Many shortcomings that must be cleaned up in the Department of Tourism such as websites and data about tourists.

Communications strategy chosen by the public relations is communication through the media and directly. Communication through the media there are some of the billboard, poster banners and published in the newspaper. Print media selected for access that does not require internet network. By installing several promotions in certain areas that are often passed by people and to remote villages can maximally absorb any cultural tourism information that is being implemented. In addition to communication media through print media there is also through electronic media, by sending emails to certain agencies and posts on social media. Communication through the media has become an important routine and very supportive in terms of promotion.

REFERENCES

- Chatamallah, M. (2008). *Strategi "Public Relations" dalam promosi pariwisata : Studi Kasus dengan pendekatan Marketing Public Relations di Provinsi Banten. MEDIATOR, Vol 9.*
- Effendy, Onong Uchjana, 2001, *Ilmu Komunikasi Teori dan Praktek*, Bandung : PT. Remaja Rosdakarya.
- Gregory, Annne. 2004. *Perencanaan dan Manajemen Kampanye Public Relations*. Jakarta : Erlangga.
- Lamarang, A. (2013). *Peranan Humas Dalam empromosikan Pariwisata Di Kabupaten Bolaang Mongondow Utara. Acta Diurna Vol 2, No 3.*
- Lamb, W. Charles, dkk, 2001, *Pemasaran*, Edisi Pertama, Jakarta : Salemba Empat
- Ruliana, P. (2015). *Strategi Public Relations Hotel Dalam Membentuk Citra Objek Wisata. Jurnal Komunikasi ASPIKOM, Volume 2 Nomor 4, 255-27.*
- Shimp, T. (2000). *periklanan promosi aspek tambahan komunikasi terpadu*. jakarta: Erlangga.
- Silih, Agung Wasesa, 2006, *Strategi Public Relation*, Jakarta : Penerbit Gramedia Pustaka Utama.
- Sumampouw, C. F. (2016). *Strategi Public Relations Dalam Mempromosikan. e-journal "Acta Diurna" Volume V. No.1.*

Social Media Influencers in the Beauty Industry as a Form of Public Relations Strategy Today

Soraya Ratna Pratiwi¹, Ovi Olivia Belida², Anisa Diniati³

^{1,2,3} Institut Teknologi dan Bisnis Kalbis

✉ ¹soraya.pratiwi@kalbis.ac.id

✉ ²ovi.belida@kalbis.ac.id

✉ ³anisa.diniati@kalbis.ac.id

ABSTRACT

Public relations is the art of how an organization or company builds relationships with its audiences. The presence of social media change the communication patterns between companies with audiences that have been happening one way to become more dynamic. Public relations now tends to build relationships and interactions with their audiences, rather than simply sending a one-way message to them. In order to improve the quality, today many brands in the beauty industry take advantage of social media influencers as a means to increase trust as well as get closer to the audience. This paper aims to explain the utilization of social media influencers in the beauty industry as a form of public relations strategy today. The methodology used is qualitative approach with case study research type. The data were obtained through literature study and non participative observation. The object of this research is the phenomenon of the relationship between social media influencers with some beauty brands. The result of this research is the utilization of social media could strengthen engagement between brands, influencers, and audiences will be well established. Moreover, now the audience in social media has been increasingly critical. They tend to prefer content that is balanced information between 'selling' the product and honest reviews. Some PR strategies in utilizing beauty influencers are usually done by organizing an event, a social media contest, as well as a collaboration to review the product.

Keywords: digital public relations, public relations strategy, social media, influencers, beauty brands

INTRODUCTION

The Internet, including social media, is changing the perspectives of today's public relations. Public relations in the conventional era is certainly different from the public relations in the digital era. Communication made by conventional PR tends to be one-way and the media used to communicate is limited. As a result, it is difficult to catch the public feedback given to the company. While in the digital era, PR communication is done in both directions. The social media used by the PR is diverse and its use can be adapted to the purpose of its communication. PR can monitor the issue of the company more easily. The public also becomes actively interacting with the company and they have the freedom to access information about the company at any time.

Based on GetCRAFT report entitled "Indonesia Native Advertising And Influencer Marketing Report 2018" 94 million Indonesians are active users of cellular and social media. The most widely used social media for accessing information is Youtube, followed by Facebook, then Instagram (GetCRAFT, 2018, p.4). This fact should be used by public relations practitioners in Indonesia to create new opportunities to maintain relationships with the public.

Moreover, the task of public relations is not only limited to maintaining the reputation of the company but also maintain good relations with the public so that there is mutual understanding between the company and the public. The presence of social media becomes a sort of way out for the limitations of public relations in reaching the public which previously could not be accommodated by the mass media. Without intending to discredit the mass media, but through social media, PR can reach its public more specifically.

Along with the times, then form relationships with consumers also changed. Public relations officers need to be responsive in responding the changes in consumer behavior. Consumers are now active in finding information about the products they want through social media. For the beauty industry, consumers now actively seeking information about beauty products in social media, through the beauty influencers.

In the beauty industry, there are its own influencers called beauty influencers. Some of them have more than one social media. In Indonesia alone, beauty influencers typically use social media

Instagram, Youtube, and Blog to distribute their content. The content they create are mostly about makeup tutorials, product reviews, and also discuss the latest beauty trends.

Consumers tend to trust product reviews provided by beauty influencers in social media when compared to what they see on TV. There is a significant difference between the credibility of celebrities in television advertising and Youtube vlogger reviews, where the credibility of Youtube vlogger reviews is higher than that of celebrities on television commercials (Amalina, 2018). As for most companies, influencers are a more effective alternative way and cost more affordable when compared to celebrities.

According to Twitter, if consumers see a branded tweet, their tendency to buy up to 2.7 times. If promoted by influencers and also brand itself, then the tendency to buy up to 5.2 times (Harrington, 2016). This situation can be used by PR in the beauty industry to connect with their consumers through influencers. Where influencers act as opinion leaders for consumers.

Being strategic in communications, especially in social media communications, involves having the goals in mind; the focus should be on the shared experiences with the people you want to engage and the strong relationships you want to create as result (Breakenridge, 2012, p. 134). In order to invite the public to participate and foster a strong relationship with the public, then the PR practitioners need to choose the right beauty influencers. The number of followers on social media owned by influencers does not guarantee that they are the right people for the company and the brand itself (Hall, 2015). Influencers must be able to gain public trust, motivate, have knowledge about the issue of beauty, coupled with the ability and skill in herding the audience.

Based on the explanation above, the main focus of this paper is to explore “How the utilization of social media influencers as a form of public relations strategy in the beauty industry today?”. The purpose of this study is to explain the definition of social media influencers and their utilization within the PR communication strategy to consumers, where later this study examined through various conceptions of Public Relations.

LITERATURE REVIEW

PR Practices On Social Media

Based on McAllister and Taylor in James (2007) revealed that the internet provides a unique PR key to gather information, monitor public issues, and engage the public in a discussion. The interactions, practices, functions, and responsibilities of public relations also change. Public relations workers are now required to have capabilities in areas such as web improvement, web analytics, and web trend analysis software operations (James, 2007). Digital media and technology can contribute in a unique way to relationship management for public relations. So, PR in digital media requires a very active user. This is very different from the classical PR which consists of the active narrator and passive audience. Users in digital media do not have to wait until something happens, but they can make something happen (Herbst, 2014).

The use of social media as one of the PR communication strategies to achieve the target public directly, without intervention from other parties such as editor or journalist in the mass media who usually do censorship of public information messages PR. By using social media enables PR to build relationships in order to maintain public support for internal and external (Soemirat and Ardianto, 2010, p.191-192).

Consumer and Social Media Influencers

Public relations helps attract, win, and keep consumers. Over the years, publications to consumers to inform products and services are only informed through the mass media. Currently, the mass media is still needed for publication, but PR practitioners must also be aware that there is now a social media that is becoming the new main source as a publication platform. Social media can be categorized as consumer-generated media (CGM) which includes consumer-generated comments, opinions, and personal experiences posted in publicly available online sources on a wide range of issues, topics, products, and brands. CGM also referred to as “online consumer word-of-mouth”, originated from many sources such as blogs, online review sites, and online forums (Seitel, 2011, p.303).

Public PR is a group of people who communicate with an organization both internally and externally. Each organization has its own audiences. Consumers and influencers belong to the public external PR. Consumers act as product users, while influencers have

positions as leaders of public opinion. Leaders of public opinion are composed of influential people so that any opinion may determine the ups and downs of an organization. Sometimes, in order to gain support from them, face-to-face communication is required (Jefkins, 2003, p.84-85).

A recent study states that respondents (the public) trust the credibility of influencers on Youtube when compared to celebrities in Ads. Respondents considered that Youtube influencers are honest and sincere in explaining product characteristics and their explanations are more reliable (Amalina, 2018). The public trusts more influencers because they think these influencers are their friends. The videos that influencers make, the policies, to how they are presented make the public like getting advice and recommendations from their own friends (Harrington, 2016).

On the other hand, being an influencer is not about a popularity contest. Their credibility does not demonstrate by the number of their followers and friends, but the quality of their interactions. Influencers must continue to captivate their communities and grow strong relationships with their peers/public. Moreover, Breakenridge (2012, p.135) says that influencers also act as agents of change. They are agents that encourage new practices while making positive changes and impacts. The person who becomes the influencer consistently demonstrates at the heightened level the following qualities, such as trust, in-depth knowledge, industry expertise, intense motivation, pure passion, a winning attitude, and a giving spirit (Breakenridge, 2012, p.136).

According to Wynne (2017), PR practitioners should be able to read the characteristics of the influencer they needed. After finding someone who has an engagement with his / her audiences, then PR needs to find out about the influencer's profile through his / her social media. That way, PR can create a list of people whose characteristics are closest to the company's vision and mission.

RESEARCH METHOD

The approach used in this research is qualitative. The qualitative research sees the facts or phenomena that exist in the field of social and analyzes it. This type of research is a case study. The focus of the case study is to develop in-depth descriptions and analyzes of cases or

multiple cases (multiple cases). Case studies analyze events, programs, or activities (Cresswell, 2014, p.145). This research is a single case study of instrumental study because it only studies one phenomenon, that is the phenomenon in the beauty industry that utilizes the existence of influencers in social media as a form of their PR strategy today.

The data in this study was obtained through non-participant observation and literature study. This study attempts to examine the phenomenon that occurs among beauty influencers, beauty brands, and the public. Then analyzed through various conceptions contained in public relations.

RESULTS AND DISCUSSION

The presence of social media makes it easy for PR in interacting with the public. However, that need to be underlined is the PR can not control the flow of information circulating in the midst of the public, such as statements Breckenridge in Nasrullah (2016, p.173) which states that “You can not control communication. You can only guide and shape experiences “. PR practitioners can not dictate in detail the things what should be spoken by influencer when reviewing the product. This needs to be considered because the characteristics of today’s consumers are increasingly critical. Consumers can identify which post is an honest review and which post is paid (in this case called endorsement or paid-promote).

Below is one of Fathi Nrm’s video, a beauty influencer who shares her facial care experience during her pregnancy. In this video, she recommends skincare brand Envygreen to her followers because she thinks the brand is safe for pregnant women.



Image 1. Sharing Skin Care Experience by Beauty Influencer On Youtube

Source: www.youtube.com/fathinrm

Based on my search results, the content above gets various reactions from followers. Some followers are happy to have useful information and there are also some followers who feel discouraged because they believe the video is a content of cooperation between Fathi and Envygreen (endorsement).

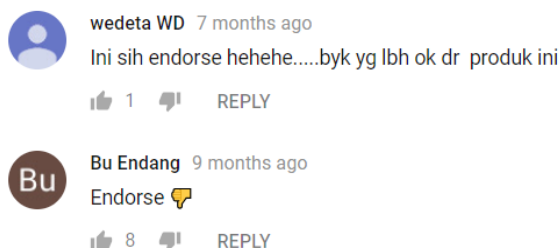


Image 2. Feedback From The Audience About The Video

Source: www.youtube.com/fathinrm

Brands rely on beauty influencers in social media to convey information about their products and expect positive feedback from audiences about the product. However, that must be considered by the brand is not all consumers receive information from beauty influencers with the same understanding. So the PR needs to give flexibility to the influencers to work on its own content, as long as it does not violate the rules between the two parties.

Edho Zell, an influencer who points out that brands need to be concerned with the number of likes and engagements, more than just views. Same as like publishers, influencers should be allowed freedom when it comes to content for them to create engaging content (GetCRAFT, 2018, p.21). Similarly, Patrick Searle, Co-Founder and Group CEO GetCRAFT, in the report belong to GetCRAFT (2018, p.19) report that brands must learn to unleash the brand essence and trust content partners in creating their brand stories that fit their target market.

Even so, PR practitioners still have to be careful in choosing influencers to work with. Not all influencers fit the brand and are able to convey brand values to their audience. Breakenridge (2012, p.136) says that the person who becomes the influencer consistently demonstrates at the heightened level the following qualities, such as trust, in-depth knowledge, industry expertise, intense motivation, pure passion, a winning attitude, and a giving spirit. The quality of an influencer can be viewed from its consistency in maintaining trust and engagement

with its followers. A qualified influencer cannot be reviewed only by the number of followers.



Image 3. The Beauty Influencer, Allyssa Hawadi Succeeded To Persuade Her Followers

Source: www.instagram.com/allyssahawadi/

Allyssa Hawadi is a Makeup Artist and influencer on Instagram. Although the number of her followers is not as much as other beauty influencers, she often succeeds in leading her followers to buy a product. The indication that a person is trusted by his / her followers is when his / her peers rely on them for knowledge and act upon their insight and direction for important decisions based on a strong bond (Breakenridge, 2012, p.136).

Allyssa is famous for her phenomenal hashtag, #racunbuaicha, #racunallyssahawadi, and #allyssaapproves on Instagram. This hashtag scattered social media Instagram, which indicates that these people buy a product based on the recommendations given by Allyssa. Public PR on social media can easily make something go viral. This is in line with what Herbst says (2014) that digital media can contribute in a unique way to relationship management for public relations. Users in digital media do not have to wait until something happens, but they can make things happen. Allyssa is also famous for her honest review about a brand and regularly maintain contact with her followers through interaction in the Instagram's comment column and her Instagram Story.

In addition to trust, influencers can also be considered credible if he has in-depth knowledge on the topic it addresses. In-depth knowledge

is reflected through the ability to speak about a topic of passion. Influencer also needs to have the willingness to share and contribute to discussions, as well as their ability to solve the problems and find the solution (Breakenridge, 2012, p.136). Allyssa Hawadi is a makeup artist with an educational background in cosmetology and beauty. Allyssa's knowledge is very supportive of his role as a beauty influencer in social media. He often held discussions with his followers on Instagram on various subjects, especially issues around beauty and skin health, and he is also often invited to be a speaker in several beauty workshops.

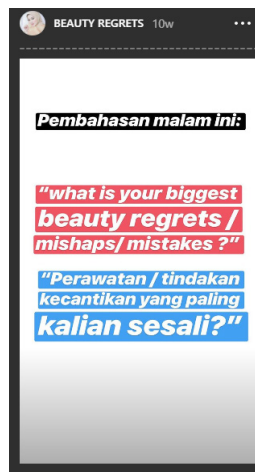


Image 4 Discussion Between Allyssa and Her Followers

Source: www.instagram.com/allyssahawadi/

Generally, PR works with influencers through an event, contest, and collaboration. According to Jefkins (2003, p.84-85) opinion leaders consist of people who influence a brand. Sometimes, in order to gain support from them, face-to-face communication is required. When a brand launches a new product, usually the influencers will be invited to the launching event.

The product launching event is usually held with unique and interesting themes. The result of this event is the influencers will give reviews about the product recently launched. The beauty influencers who are invited to the event and see the products directly will certainly help them to provide a complete and in-depth review. PR event is expected to establish a form of cooperation and good relations between the brand and each beauty influencers personally.



Image 5. Opening Clinique's New Store With The Beauty Influencers
Source: www.instagram.com/cliniqueindonesia

Not only organize an event, PR also works with influencers in a contest with the purpose to provoke consumer engagement. In social media Instagram and Youtube, this is often found. They used to call it a giveaway. Giveaway is a great way to attract followers as brand new customers. In addition, a giveaway is also a tool for building contact with the public in social media by luring their involvement to the race. Typically, the giveaway has significance through specific hashtags that reflect the brand and theme contest organized, for example, #makeoverpartnerincrimine as shown below. Here, the PR function as a monitoring medium can be run. PR workers can monitor their customer activity and assess how much engagement is generated from the photos and hashtags used by the participants.

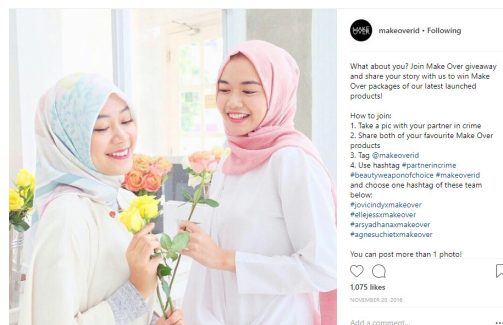


Image 6. Make Over Cosmetics Held A Beauty Contest In Collaboration With The Beauty Influencers
Source: www.instagram.com/makeoverid

Not only that, the PR also often collaborating with influencers. Brand sends some products from their company to be reviewed by the influencers. Influencers will be considered successful if the message delivered to the consumer will eventually lead to a good public opinion as well and will indirectly increase consumer buying interest.

As stated earlier, that PR is advised not to force influencers to create content according to the will of the brand. Edho Zell in the GetCRAFT report (2018, p.21) says that influencers are often asked to engage in old ways to the public. Where actually let influencers to work at their will would produce a better engagement, because they know their audience better than anyone.

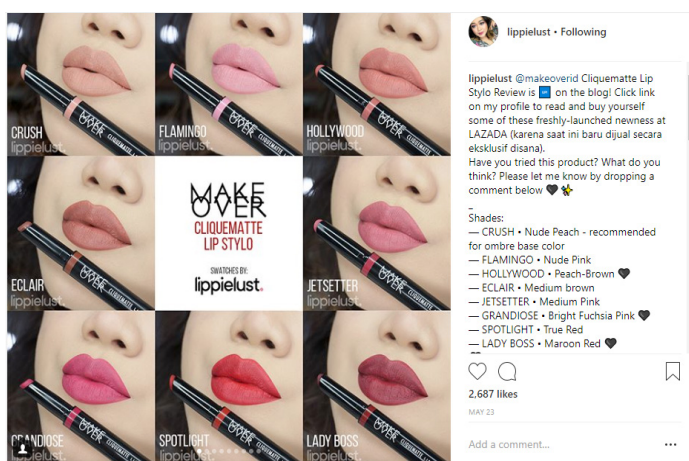


Image 7. Lippielust, The Beauty Influencer Gave Her Review About Make Over Newest Lipstick

Source: www.instagram.com/lippielust/

CONCLUSION

In order to improve the quality, today many brands in the beauty industry take advantage of social media influencers as a means to increase trust as well as get closer to the audience. There are certain criteria that determine whether a beauty influencer is worth choosing or not. The criteria, for example, an influencer must have credibility and trusted by her followers. In addition, an influencer must also have a deep knowledge, in this case, means the influencer must have a knowledge about the issue of beauty and also about the brand or product.

In the creation of content, it is a good idea to unleash the influencers from the rules that bind their creativity, as beauty influencers are the ones who recognize their public character the best. The benefit, engagement between brands, influencers, and audiences will be well established. Moreover, now the audience in social media has been increasingly critical. They tend to prefer content that is balanced information between 'selling' the product and honest reviews. Some PR strategies for utilizing beauty influencers are usually done by organizing an event, a social media contest, as well as a collaboration to review the product.

REFERENCES

- Amalina, Dini Nur. 2018. *Analisis Pengaruh Kredibilitas Sumber Pada Media Tradisional Dan Media Baru Terhadap Minat Beli (Studi Pada Selebriti Iklan Televisi Dan Youtube Vlogger Review Produk Wardah Exclusive Matte Lip Cream)*. Tesis. Universitas Indonesia
- Breakenridge, Dreirdre. 2012. *Social Media and Public Relations: Eight New Practices for the PR Professional*. Pearson
- Creswel, John W. 2014. *Penelitian Kualitatif dan Desain Riset: Memilih di antara Lima Pendekatan*. Yogyakarta: Pustaka Pelajar
- GetCRAFT. 2018. *Indonesia Native Advertising And Influencer Marketing Report 2018*
- Hall, John. 2015. 7 PR Trends You Need To Know In 2016. www.forbes.com/sites/johnhall/2015/12/13/7-pr-trends-you-need-to-know-in-2016/#19db52155235
- Harrington, John. 2016. *New Influencers: Changing The Face Of PR and Marketing*. www.prweek.com/article/1406138/new-influencers-changing-face-pr-marketing
- Herbst, Dieter. 2014. *Public Relations in the Digital World: Global Relationship Management*. Proceedings of the 2014 International Conference on Digital Media And Social Inclusion, Istanbul, October 2014
- James, Melanie. 2007. A review of the impact of new media on public relations: Challenges for terrain, practice, and education. *Asia Pacific Public Relations Journal*, 8, 137-148.
- Jefkins, Frank. 2004. *Public Relations: Edisi Kelima*. Penerbit Erlangga
- Nasrullah, Rulli. 2016. *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media

- Seitel, Fraser. 2011. *The Practice Of Public Relations: Eleventh Edition*. New Jersey: Pearson
- Soemirat, Soleh and Elvinaro A. 2010. *Dasar-dasar Public Relation*. Bandung: Rosdakarya
- Wynne, Robert. 2017. How Public Relations Pros Influence The Influencers. www.forbes.com/sites/robertwynne/2017/05/10/how-public-relations-pros-influence-the-influencers/2/#7ebb27f16d81

Perceptions of Journalists Against Media Relations Activities on Public Relations of Semarang City Government

Venthy Putri Iriani
Diponegoro University
✉ venthy.putri@gmail.com

ABSTRACT

Semarang City Government became the main focus for the media because Almost every day mass media displays news related to the government. not infrequently journalists also write negative news about the government. The goal to be achieved in this research is to know the perception of journalists to media relations activities on Public Relations of Semarang City Government. Public Relations Practitioners help journalists by providing decent information published, such as press releases and photographs. Public Relations of Semarang City Government not only create and maintain good relations with the mass media, but also journalists who joined in it because they have a relationship of mutual need. Perceptions formed are influenced by personal factors of attention, interest and hope. Therefore, Public Relations of Semarang City Government conducts media relations activities in creating a favorable atmosphere and mutual understanding between the government and the public. The research method used in this study is descriptive qualitative By purposive researchers choose journalists in charge of the environment of Public Relations of Semarang City Government.

Keywords : media relations, public relations, journalists, perceptions

INTRODUCTION

Currently almost all government agencies have a public relations section that is a bridge of information between the government and the community, as well as the government relation with the press. The existence of public relations units within government institutions is a must functionally and operationally in improving and maintaining the image of the government or the organization / agency it represents. Functionally, public relations play a role to help achieve the goals

and targets to be achieved by government agencies through the dissemination of information about policies and programs of work to the wider community. Meanwhile, operationally where public relations foster a harmonious and mutually beneficial relationship between the organization and its public through public relations facilities in order to create a positive image and reputation of government agencies.

Public relations government not only foster good relations with the internal public, but also the external public, which one is media, because the media has an important position in the performance of public relations government. Media is seen as a tool that is very helpful government public relations tasks in disseminating government policies and activities to the audience so that the audience understand and can participate actively in it. Semarang City Government is a regional agency that represents the central government as well as the center of program policies and activities of government agencies to the public led Semarang City Government into the main spotlight for the media. Almost every day mass media displays news about Semarang City Government.

For that, Semarang City Government demands public relations to do media relations activities. Media relations is one of public relations activities to foster good relations with the public and support the smooth flow of information between the organization and the public. Public Relations of Semarang City Government not only establish relationships with the media, but the people who are members in it that is journalist. Journalists are those in charge of searching, collecting, processing, and writing journalistic work and listed as editorial staff of a publication. Some types of media relations activities run by Public Relations of Local Government of Semarang City are press conference, press interview, media gathering, documentation, news analysis and press release. The public relations party also builds personal relationships with internal communication activities between the two parties through openness, honesty and mutual respect for each profession that is run.

Nevertheless, there are still many negative assumptions aimed at Public Relations of Local Government of Semarang City, especially media relations activities that it does. Public Relations of Semarang City Government is sometimes considered not to work optimally in implementing media relations in his institution, especially in helping journalists obtain information and data needed for news production

that ultimately impedes good cooperation between the two parties so it is considered not harmonious which will cause the emergence of bad news about Semarang city government. In fact, public relations and journalists ideally have a mutually beneficial relationship with each other. Based on the description that has been described above, then formulated a problem to be studied is “How is the perceptions of journalists against media relations activities on Public Relations of Semarang City Government?”.

LITERATURE REVIEW

Government agencies are in need of public relations where public relations serves as a tool to support the activities of delivery of messages through two way communication between the institutions/ organizations they represent with the target public. Therefore, public relations officials not only provide information and explanations to the public, but also hear the public's desire for steps or actions taken by the government. All that is done to gain trust and real public support for the community to understand and participate actively in the success of various development policies that set. Dissemination of information about the policies of a government agency can't be separated from the existence of mass media.

Mass media is an important tool in disseminating information / news to the public, as well as the formation of images in the public eye. The mass media has a great power that can influence and change human behavior because the information conveyed by the mass media is generally judged by the community to be more objective, transparent and open so that what is disclosed is considered a truth by most of the public. Recognizing the massive role of the mass media, government agencies need mass media to maximize the dissemination of information about government policies, programs and activities to a wide audience and hope that their publications will build positive perceptions from their audiences. As a strategic partner, a public relations practitioner not only creates and maintains good relations with the mass media in the sense of organization, but also the media in a personal sense, is journalists who are members of it.

Journalists are those in charge of searching, collecting, processing, and writing journalistic work and are listed as editorial staff of a publication (Abdullah, 2000:17). Journalists supply and write

information that will be broadcast by the mass media to audiences. Journalists are the spearhead of a mass media institution because journalists are considered as a party that plays a major role in generating news published or broadcast by the mass media. Public relations with reporters, both have a mutual relationship in which public relations requires journalists as a means of publication information. While journalists need public relations to obtain official information, accurate and complete. However, there is no possibility of conflict between public relations and journalists, due to differences in perceptions.

Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages (Rachmat, 2004:51). Perception is to give meaning to sensory stimuli. Thus, perception arises not only depending on the physical stimuli, but also on other stimuli based on the situation and conditions that a person personally possesses by involving the psychological factors of the individual.

Media relations is one of public relations activities to foster good relations with the public and support the smooth flow of information between the organization and the public. Yosai Iriantara (2005:32) defines media relations as part of the external PR that fosters and develops good relations with the mass media as a means of communication between the organization and its public to achieve organizational goals. The establishment of good relations with the media, facilitate public relations to form a good journalist perception of public relations practitioners and government agencies that will lead to trust because the trust of journalists is one of the most important public relations asset. The existence of trust owned by journalists, it is expected reporters to support public relations to obtain maximum loading or broadcasting about information, opinions or ideas derived from government agencies as well as providing knowledge and create public understanding in shaping a positive image of the organization.

Therefore, it is important for public relations to build relationships with the press so that public relations and journalist relationships as partners continue to be established with each other, the public relations will perform various public relations activities in contact with the press, among others (Soemirat and Ardianto, 2010: 128) : Press conference, Press briefing, Press tour, Press release, Special event, Press luncheon, and Press interview.

Although public relations has various activities in contact with the press, public relations practitioners also need to pay attention to some general principles for fostering good press relationships as follows (Jefkins, 2004: 116):

a. Understand and serve the media

A PR practitioner will be able to work with the media. He will also be able to create a mutually beneficial relationship.

b. Build a reputation as a trustworthy person

PR practitioners should always be ready to provide or supply materials that are accurate wherever and when they are needed. Only in this way will it be recognized as an accurate and reliable source by journalists. Starting from that fact, then mutual communication will be more easily created and maintained.

c. Provide a good copy

For example providing a good photograph reproduction, interesting and clear. With the technology of direct data entry through the computer (this technology greatly facilitates the correction and rearrangement of an issue, such as news broadcasts, the provision of a copy of the manuscript and photographs quickly become increasingly important).

d. Cooperate in the provision of materials.

For example, PR officers and journalists can work together in preparing for an interview or press conference with certain figures.

e. Provide verification facility

PR practitioners also need to give journalists the opportunity to verify the material they receive. Concrete example, journalists are allowed to directly view the facilities or conditions of the organization / company to be preached.

f. Build a solid personal relationship

A solid and positive personal relationship will only be created and maintained when based on openness, honesty, and mutual respect for their respective professions.

RESEARCH METHOD

This research uses descriptive method with qualitative approach. Descriptive research is a study that only describes the situation or event,

does not seek or explain the relationship, does not test the hypothesis or make a prediction (Rachmat 2001:24). In qualitative research, the main ingredient in data data is the selection of informants. In the research words used are the term population. The sampling technique used by the researcher is purposive sample. Purposive sample is a technique of determining the sample with certain observations (Sugiyono, 2009: 85).

By purposive researcher choose journalist duty in environment of Local Government Public Relations Semarang City as informant or resource person. Journalists who cooperate and connect with Public Relations of Semarang City Government amounted to 15 journalists who came from mass media institutions both print media and electronic media such as Koran Tempo, ANTARA, MNC Group, Radar Semarang, SINDO Radio, Kompas TV Semarang, Wawasan, TVKU, RRI Semarang, Suara Merdeka, Jateng Pos, Cakra Semarang TV, Tribun Jateng, and Radio Idola.

From the number of journalists, the researchers chose informants who are considered to provide accurate information with consideration of long time working in the PR environment of Local Government of Semarang City. Of the 15 journalists were elected 3 people with long work more than 5 years. Resource persons come from various institutions namely Ardi from Sindo Radio, Wibi from Wawasan, and Dito from Radio Idola. After getting the sample, the researcher collects the data by conducting in-depth interview to the resource person. It aims to gather complex information, most of which contain the opinions, attitudes, and personal experiences (Basuki, 2006: 173). With a variety of institutions that become resource research, researchers can find out how the journalist's perception of media relations activities made Public Relations Regional Government of Semarang.

RESULTS AND DISCUSSIONS

During the work in the PR area of Local Government of Semarang City, the journalists have gained much experience when interacting with the Public Relations of Semarang City Government both information services and personal relationships. The amount of experience gained by journalists is considered to help smooth the activities of fulfillment of information for journalists so that journalists have a positive perception to the media relations activities of Public Relations of Semarang City Government. Some experiences that change the perception of journalists to be positive include:

1. In terms of understanding and serving the media

Public Relations of Semarang City Government always highlight the friendly attitude to reporters with polite words, friendly and smiling when facing reporters. Informants said Public Relations Semarang City Government act quickly in providing information services to journalists when reporters need information. With the speed of such information, the City Government Public Relations has understood the workings of journalists who prioritize speed and have news deadlines. Furthermore, Public Relations of Semarang City Government can provide data accurately to journalists to serve as news material. Humas Local Government of Semarang City is also considered as a reliable source of information by journalists. Provision of information in the form of material or data accurate and reliable truth so as to create mutual understanding between the two sides. Journalists also feel comfortable doing the job as a journalist in the PR area of Local Government of Semarang City because of the ease of reaching information, the availability of information services and additional facilities (media centre) in supporting the smoothness of journalists when making news in the PR area of Local Government of Semarang City. Moreover, the public relations was able to build an atmosphere of intimacy between each other so that makes journalists are not awkward to be in the PR neighborhood of Local Government of Semarang City.

2. In terms of building a reputation as a trustworthy person

Media relations activities conducted by Public Relations Semarang City Government considered good because the information submitted can be trusted and transparent. The information is in the form of video and press release. Public Relations of Semarang City Government provide information that is not confusing, actual facts and truths that exist. In addition, the data provided to journalists does not increase or decrease, in accordance with the facts in the field so that the information they spread to journalists deserve to be a source of data handles to be presented news materials, as well as help smooth journalism journalists in the stage of coverage news to produce quality news for the community.

3. In terms of providing a good copy of the manuscript

Public relations Semarang City Government provides appropriate

information to the mass media, such as press release. The contents of the press release made Public Relations Semarang City Government used as materials to write news reporters. Press release made by Public Relations of Semarang City Government considered quite interesting, quality, information revealed clearly and fully in accordance with the reality. In addition, it also meets the journalistic writing standards applicable in mass media, such as short, solid, has news value, actual and news worthy. In fact, the way of writing is to use 5W + 1H in reverse pyramid style starting from writing a very important news (lead) as the first paragraph to the less important. Information supplied to journalists is not just a press release material, but also in the form of photographs from the documentation of Public Relations of Semarang City Government. Results of photographs given to journalists often meet the value of photos in journalism because the images produced is good (photographic) and emphasize the news angle. Not infrequently, the results of the photo from the public relations photo documentation used as a source of completeness of the news because it supports the truth of news content to be published in the mass media.

4. In terms of working together in the provision of materials.

Although PR provides good copy in creating harmonious relationships with journalists, PR is also working together on providing materials to prepare both a press interview and a press conference. The ability to provide material for journalists is considered good enough and helps journalists to gather information to serve as news sources. Public Relations Semarang City Government is considered very good when reporters need interviews related sources of confirmation about the news when there is an interview request by the reporters by taking the time as a source of interview for journalists or act as a communication facilitator to help bring journalists to the resources needed. In addition, Public Relations of Semarang City Government to be informative when the press conference activities both speak directly and the provision of written materials in the form of a press package. The public relations communicates all information clearly and openly both during press conferences whether delivering material content or answering questions asked by

journalists. Public Relations of Semarang City Government also share other supporting data in the form of presentation material during a press conference so as to facilitate reporters in preparing the background of the news he made.

5. In terms of providing facilities verification (verification of truth).
Public Relations of Semarang City Government able to perform the functions of public relations visible from when the party provides an opportunity for journalists to verify (verification of truth) of any material received through media gathering activities. Media gathering activities held by Public Relations of Semarang City Government is useful for journalists where journalists use the moment to clarify or give questions to the internal government of Semarang City in connection with the problems of Semarang city sometimes have pros cons in achievement. In addition, the holding of media gathering is also used by Public Relations of Semarang City Government as a form of respect to the performance of journalists who had served in the Public Relations of Semarang City Government in order to foster togetherness between journalists with internal parties Semarang City Government to create a good relationship for both parties.
6. In terms of building a solid personal relationship
Public Relations of Semarang City Government considered able to build a solid personal relationship in carrying out media relations activities held. Public Relations of Semarang City Government to be honest and do not cover all information related to policy and program of activity. Semarang City Government where public relation does not cover lies and openly reveal information to journalist. In addition, journalists also consider Public Relations of Semarang City Government to respect the profession of journalists who run, visible from Public Relations of Semarang City Government does not degrade the prestige and dignity of the profession run by journalists.

So far journalists view Public Relations of Semarang City Government is good in running media relations activities both information services and build personal relations between the two sides. It can't be separated from the effort of Public Relations of Semarang City Government that is able to understand and serve

journalists in meeting the information needs and honor the profession that journalists run as a journalist. Given journalists have the power to be able to touch a wide audience through his writing because what is written reporters can affect public perception of the organization. Thus, the creation of a positive Perceptions Of Journalists Against Media Relations Activities On Public Relations of Semarang City Government can affect the formation of a good image in the public eye. In addition, it can cause journalists to serve a good news and facilitate public relations dissemination of information through the mass media smoothly.

CONCLUSION

Public Relations of Semarang City Government able to form a positive perception in the eyes of journalists who served in the Public Relations of Semarang City Government where during duty the journalists have gained a lot of experience in media relations activities Public Relations of Semarang City Government. The amount of experience gained by journalists is considered to help the smoothness of information fulfillment activities for journalists, Some experiences that change the perception of journalists to be positive include: public relations parties can provide hospitality, speed of information and accuracy of data in conveying information, information submitted by the public relations is often the information trustworthy, truthful and transparent, public relations is able to supply decent information published, such as press releases and photographs, public relations parties able to build a solid personal relationship by being honest, open and respect the profession run by journalists. Therefore, journalists assess the public relations has been good in establishing good relationships with journalists in information services and build personal relationships that affect the formation of a good image in the eyes of the public, especially people of Semarang city.

REFERENCES

- Abdullah, Aceng. 2000. *Press Relations Kiat Berhubungan Dengan Media Massa*. Bandung: PT. Remaja Rosdakarya
- Basuki, Sulistyo. 2006. *Metode Penelitian*. Jakarta: Wedatama Widya Sastra.
- Iriantara, Yosol. 2005. *Media Relations: Konsep, Pendekatan, Dan Praktik*. Bandung: Simbiosis Rekatama Media

- Jefkins, Frank. 2004. *Public Relations* Edisi Kelima. Jakarta: PT. Erlangga.
- Rakhmat, Jalaluddin. 2004. Psikologi Komunikasi. Bandung: PT. Remaja Rosdakarya.
- Rakhmat, Jalaludin. 2001. Metode Penelitian Komunikasi. Bandung. PT. Remaja Rosdakarya.
- Soemirat, Soleh & Ardianto Elvirano. 2010. *Dasar-Dasar Public Relations*. Bandung: PT. Remaja Rosdakarya.

Public Relations Strategy to Promote LRT as a New Branding of Palembang City

Yuanita Sari and Rahma Santhi Zinaida

Bina Darma University

✉ yuanitasari934@gmail.com, rahmasanthi@binadarma.ac.id

ABSTRAK

LRT is a new thing in Indonesia, where South Sumatra is the first province in Indonesia to build a modern transportation infrastructure. The current problem is the lack of public trust, in this case specifically the middle to lower class communities. The lack of interest in maintaining, supervising, and creating a social gap where the middle to lower class consider Light Rail Transit as an expensive transportation. Therefore, the South Sumatra Provincial Government and Public Relation staff planing some strategies using the media relations approach, community relations, investor relations, and government relations. The theory used is public relations strategic theory and socialization theory. This study uses Qualitative methods with key informants as the main data. The results of this study that the public relations of the South Sumatra provincial government have been dedicated to the public relations of the Palembang city government in the LRT socialization effort as a new mode of transportation which is expected to change the lifestyle and new habits of the community to switch to using public transportation rather than private transportation by building relationships with the media. community, fellow governments, and investors. South Sumatra Provincial Government expected that after the Asian Games 2018, LRT can continue to operate optimally for the needs of the people in Palembang, which will indirectly become one of the place branding of Palembang city to have a good quality of life.

Keywords : LRT, City, Branding, Public Relations, Palembang

INTRODUCTION

Light Rail Transit is a term used for light rail as a mode of urban mass transit train transportation based on a pair of rails side by side as a trajectory. The LRT construction itself was built to facilitate transportation in Palembang, with careful considerations the Provincial Government of South Sumatra has been convinced that this LRT will facilitate the people of Palembang. In socializing this

modern transportation, the Public Relation division of South Sumatra Provincial Government has a marketing strategy through a mass media approach. where the media-based strategy is the easiest, most popular, and most effective technique for facilitating the process of positive interaction and disseminating information about the publication of LRT development in Palembang.

LRT is a new thing, where South Sumatra is the first province in Indonesia who build the modern transportation infrastructure. Even South Sumatra is also the only one who has LRT through the river, musi river. Along with this phenomenal, the author sees a problem that develops too, the problem lies in the gap that occurs in the community, where middle and lower class people consider that LRT is an expensive transportation, and consider this progress will only exacerbate the middle and upper middle class society. As expressed by (Melkote, 1991) change is only effective in people who have a higher economic level, this will only widen the gap of inequality. Only a handful of people really feel it, only people who are able to access information can follow development smoothly (Melkote, 1991).

After conducting pre-research at the Public Relations division of South Sumatra Provincial, it has a very important influence on efforts to reach the public to disseminate this insight into the LRT, so that it is expected to lead public opinion opportunities that this transportation has a considerable social impact for the community, because Light Rail Transit is not just a future solutions to overcome congestion or transportation for athletes during the Asian Games 2018, but LRT encourages infrastructure that changes culture. LRT also motivates the community to civilize the queue, forcing the public to be able to maintain and supervise the expensive infrastructure. The modern concept applied to the LRT operational system will make City Branding and good City Image of Palembang to be passionate, this new culture will be created later by the public.

The South Sumatra Provincial Government has a Public Relations and Protocol Bureau division, which is one of the work units of the Regional Secretariat of the South Sumatra Province Regional. According to the Regulation of the Governor of South Sumatra Number 55 of 2016 concerning Organizational Structure, Description of Tasks and Functions of the Regional Secretariat of South Sumatra Province, Article 99 that the Public Relations and Protocol Bureau of South Sumatra Province is one of

the work units of the Regional Secretariat of South Sumatra Province. has the task of providing administrative services in carrying out the tasks of the Provincial Government and preparing coordinating materials for the formulation of policy in carrying out tasks in the field of public relations, protocol, guest services and public information.

Through the community relations work program, the government can carry out and delivery the information, an explanation of certain policies or actions and activities in carrying out government service obligations or duties. Public relations must carry out its function as a communication facilitator, which is able to bridge the information gap between the government and the community, and with all stakeholders.

The current problem is the lack of public trust. In this case, the middle to lower class communities, the lack of interest in maintaining, supervising, and creating a social gap where the middle to lower class consider Light Rail Transit an expensive transportation. Therefore, the South Sumatra Provincial Government and its staff issued strategies using the media relations approach, community relations, investor relations, and government relations.

The LRT construction itself has caused various responses to actions from the community, due to the current road conditions in the city of Palembang, almost all of the roads that were passed by the LRT construction suffered severe congestion. If you turn to the goal of building the LRT itself, the South Sumatra Provincial Government seeks to overcome the congestion in the city of Palembang. Where modern transportation is expected to be able to take the hearts of the people to switch as users from private vehicles to public transportation. For this reason, PR is present in phases like this where PR is required to be able to reduce the confusion that occurs in the community, straighten out public opinions by socializing both the screening of videos about the infrastructure development, the exposures carried out around each event that attended by the general public regarding the progress of South Sumatra, especially in the field of transportation.

LITERATURE REVIEW

Public Relations

Sukatendel (Ardianto, 2009: 3) states that public relations is a method of communication to create positive opinions from partner

organizations on the basis of respecting mutual interests. Public Relations is all forms of communication both inside and out, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. (Jefkins, 2003: 10). So, based on the definitions of the experts, the researchers concluded that Public Relations is a division that has the power to obtain awards, trusts to build public opinion that is positive for leadership.

Public Relations Function

Public Relations Functions according to Cutlip and Center and Candfield in Ruslan 2006: 19) such as:

- a. Support the main activities of management in achieving common goals (functions attached to organizational management).
- b. Fostering a harmonious relationship between organizations and the public which is the target audience.
- c. Identify everything related to opinion, perception, and community response to the organization and its representatives, or vice versa.
- d. Serve the wishes of the public and provide advice to organizational leaders for mutual goals and benefits.
- e. Creating two-way communication or reciprocity, and managing the flow of information, publications and messages from the organization to the public or vice versa, in order to achieve a positive image for both parties.

Government PR

The main difference between the functions and tasks of public relations that are administered by government and non-governmental institutions (private commercial companies) Ruslan (2011: 6) is that nothing is traded or transactions occur, whether in the form of goods or services offered, to parties who need it commercially. Although there are public relations parties the government does the same thing with commercial companies, such as carrying out activities of publication campaigns, marketing promotions, and advertising, but this emphasizes more on the form of public services or public utilities for the benefit of public services.

Through the public relations division, the government can carry out the delivery of development information, an explanation of certain policies or actions and activities in carrying out government service

obligations or duties. John D. Milleu revealed, the role of Public Relations in government agencies or institutions is there are several things in carrying out their main duties or obligations (Ruslan , 2011: 6):

1. Observing and studying the desires and aspirations contained in the community (learning about public desires and aspiration).
2. Activities to provide advice or responding to what government agencies should be able to do as desired by the public (advising the public about what is should desire).
3. Ability to seek a satisfactory relationship between the public and government officials (ensuring satisfactory contact between public and government official)
4. Provide information and information about what has been attempted by an institution or government agency concerned (informing and about what agency is doing).

Media Relations

Ruslan (2005: 160) revealed that media relations is a supporting tool or a medium of collaboration for the benefit of the publication process and publicity of various work program activities or for the smooth communication of public relations activities with the public. Because the role of media relations and the press in the public relations can be a channel in the delivery of messages, efforts to increase recognition and information or news from the public relations are the main priorities.

Government Relations

Government relations is reciprocal two-way communication carried out by an organization with government agencies in order to build a cooperation for the sake of interest based on the principle of mutual understanding and mutual trust (Effendi, 2009: 126). While other opinions according to Chilip in Larsen (2011: 338) say that government relations is a special part of the task of public relations that builds and maintains relationships with local communities and government while giving orders to influence public policy.

Investor Relations

According to Scott Cutlip and colleagues quoted from Morissan (280; 2010) revealed that Investor Relations is a special field of public relations in public companies. Investor Relations is a special field of

corporate public relations that builds and maintains mutually beneficial relationships with shareholders and other parties in the financial community to maximize market value.

Community Relation

Gregory quoted from Irianta (2004: 21) Community relations are business relationships that are mutually beneficial to one another or more stakeholders to enhance the reputation of government and companies to be a good image for the community. Maintaining relations with local communities is a form of government responsibility.

In the other hand, Efendy (2009: 129) defines the relationship with the community as a function of public relations, is the participation of an organization that is planning, active and sustainable in a community to maintain and foster the environment for the benefit of both parties, institutions and communities. The above definition according to the author explains that the relationship with the community is oriented to activities carried out by companies or public relations institutions. By participating, the benefits not only for the organization but also the surrounding environment.

RESEARCH METHOD

This research uses qualitative research methods. Cresswell, (1994: 1) qualitative research is defined as a process of inquiry to understand social problems as well as human problems based on the creation of complete holistic images formed by words, then report the views of informants in detail, and arranged in a natural setting. This research uses qualitative descriptive research, because in the research made included in the field of public relations, where dealing directly with humans (individuals and groups), who have responses, desires, and free will. So the author considers this descriptive qualitative research method to explore thoroughly and be able to understand the meaning behind the phenomena that appear.

The informants in this study included key informants and additional informants. Key Informant : The Head of Public Relations and protocol South Sumatra Provincial Government Bureau, Mr. Teddy Meilwansyah, S.STP., MM. While the additional Informants : Audiovisual Subdivision and Head of Subdivision of Public Relations of South Sumatra Provincial Government, Mr. Tri Yoga Jati Purnomo,

S, Sn ,Mr. Agus Salim as contractor from PT. Waskita Karya and Mrs. Wenny Ramdiastuti as a journalist from tribun Sumsel.

Data analysis in qualitative research was carried out before entering the field, during and after the field. In this case Nasution quoted from Ruslan, (2010: 5) states "Data analysis has begun since formulating and explaining the problem, before going into the field, and continues until the writing of research results. In qualitative research, Ruslan, (2010: 5) data analysis more focused during the field process together with data collection. In reality, qualitative data analysis takes place during the data collection process and after data collection.

RESULT

LRT is one type of land transportation method that uses right-of-way, either in the form of trains moving on rails or hanging. The LRT method has been operated in several developing countries according to the type and purpose of development. The LRT has advantages and disadvantages in its operations so it must be used as an alternative mode that can be optimized. LRT has a good prospect as a mode that function as a bridges connectivity between regions. LRT is a cheap public mode for the segment of society that is mostly middle to lower income, this mode as an alternative that can transport people and goods more than other modes, this type of mode will require relatively large O & M funds but very minimum fee (social functions) Initially before, the South Sumatra Province will build a monorail from Sultan Mahmud Badaruddin II Airport to the Jakabaring Sports City as an alternative to public transportation. But because based on the existing research, Palembang will experience a total traffic jam in 2019 and also in order to welcome the Asian Games 2018 in Palembang. The monorail construction plan was canceled because of the difficulty of finding investors who could complete the work on time and the project was considered less profitable.

The monorail was then replaced with a Light Rail Transit (LRT) which was considered more effective. This 7.2 trillion rupiah project was requested to be funded by the Central Government through the State Budget and construction assignments to BUMN, President of Indonesia, Mr. Joko Widodo, then signed Presidential Regulation Number 116 of 2015 concerning the acceleration of the implementation of light railways in South Sumatra on October 20, 2015.

The construction of the Light Rail Transit (LRT), which began in December 2015, continues to experience positive progress. With the installation of the pier, the work continued with the installation of Girder Boxes at the Polda intersection, Simpang Charitas, and Musi River. The Palembang City LRT construction is scheduled to be completed before the upcoming Asian Games 2018, LRT construction also have a plan to make Palembang the first city in Indonesia to operate train-based mass transportation. Of course, not only elevate Palembang as a metropolitan city. Surely the existence of LRT will further beautify the city which is famous for its Pempek culinary.

The role of Public Relations to maintaining the good Relations with the Media.

From the detailed explanation above, it can be seen that the public relations government is a practitioner who performs functions in the field of persuasive, effective, and efficient information and communication to create harmonious relations with the public through various means of creating a reputation.

South Sumatra Provincial Public Relations is considered capable of working with journalists and press agencies to disseminate information on development programs carried out by the government. In order to succeed the government development program, public relations must cooperate with journalists in publishing to the public, it is very important to create a synergy of relations between public relations and journalists so as to be able to publish government development activities, programs and achievements to the community especially in this case socializing Light Rail Transit. South Sumatra Provincial Public Relations has a big role in government because the development program launched by the Governor of South Sumatra will not be able to be published by itself without any public relations progress towards its performance.

The principle is that the synergy or partnership relationship between Public Relations and Journalists can run well and the goals can be realized optimally, some very important things are carried out by every public relations official or institution, including: Relationship between Public Relations and Journalists is professional, Public Relations must know the do's and don'ts of journalists, including the work rhythm of journalists as well as the functions of the mass media, PR

must have the ability to practice journalism such as covering interviews, photographing, writing direct news, feature news and articles. In addition, public relations must be able to recognize journalists and editors personally. And public relations should not be discriminatory against mass media journalists, but must treat fairly to journalists.

Building Relations with Community

South Sumatra Provincial Public Relations foster good relations with the community is one of a strategy in which the designation can launch the socialization process in the social media. South Sumatra Provincial Public Relations has various goals to be achieved, which have various aims and objectives in fostering good relations with the community. The goals of the South Sumatra Provincial Public Relations include being able to create a positive image of the Government of South Sumatra Province, getting good cooperation with the community by supporting event or made an event together, then the South Sumatra Provincial Public Relations also created a conducive atmosphere in the community from various circles.

Building Good Relations among Government sector and also investor

Establishing intergovernmental relations, South Sumatra Provincial Public Relations has the responsibility to regulate and maintain relations with the government, whether the central government, local government (Regent / Mayor), agencies, or related agencies. The Government Relation activity for the South Sumatra Provincial Public Relations is a priority program to ensure that the community knows what the South Sumatra Provincial Government is doing in the Light Rail Transit infrastructure development.

Investors everywhere will be attracted by the progress of an area, in addition to regional progress investors will also think about the comfort of an area. The provincial government of South Sumatra through the South Sumatra Provincial Public Relations Bureau continues to provide information on prospects going forward. The Provincial Government of South Sumatra is represented by a PR, the aim of this investor relations is to provide feedback to shareholders regarding the development of the capital market to develop short and long term plans. Another goal is to provide information services and develop good relationships with those with an interest in investing in shares in the field of transportation

The Role of Public Relations to Maintain Good Image

All strategies carried out by South Sumatra Provincial Public Relations led to a positive image received by the Government of South Sumatra Province. The role of public relations as a corporate image is the role of public relations in order to foster an image in the eyes of society. The importance of the positive image of society towards modern transportation will greatly affect Light Rail Transit where the South Sumatra Provincial Government hopes that the public can maintain, supervise, and properly use the electric train.

The image or positive impression of the community on Light Rail Transit can be interpreted as public trust in the Government of the province of South Sumatra. The trust that is intended is the public's trust to be comfortable using the LRT. Therefore, because of the importance of image formation, South Sumatra Provincial Public Relations mobilized strategies or tips to shape the positive impression of the community. The influence of the image or positive impression of the community can provide encouragement or motivation and support from various parties related to the future development process of South Sumatra Province.

CONCLUSION

The role of the South Sumatra Provincial Public Relations in building the image of Palembang is good enough already. The reason is, Public Relations plays the role of organizing publications or disseminating information through various media about the construction of Light Rail Transit transportation infrastructure, which should be known by the public. Public Relations also functions and is tasked with generating publicity to get positive responses from the public or the public. Various public relations strategies ranging from establishing relations with the media, the community, between government institutions, and investors were also carried out by the Sumsel Provincial Public Relations.

REFERENCES

- Melkote, R & Srinivas. (1991). Communication for Development in Third World: Theory and Practice. London: Sage*
- Ardianto, Elvinaro. (2009). Public Relations Praktis. Edisi pertama. Jakarta: Widya Padjajaran.*

- Creswell, J. W. 1994. Research Design Qualitative and Quantitative. Approaches. London : Sage Publications.*
- Effendy, Onong Uchjana. 2009. Komunikasi teori dan praktek. Bandung: PT Remaja. Rosdakarya.*
- Jefkins, Frank. 2003. Public Relations. Jakarta : Erlangga*
- Ruslan, Rosady. 2006. Manajemen Public relations dan Media Komunikasi, Konsepsi dan Aplikasi. Jakarta. Raja Grafindo Persada.*
- _____. *2005. Manajemen Public Relation dan Media Komunikasi (Konsepsi dan Aplikasi). Jakarta : PT. Raja Grafindo Persada.*
- _____. *2010. Manajemen Public Relations&Media Komunikasi. Jakarta: PT Raja Grafindo Persada.*

Personal Brand Establishment of Evita Nuh as Young Indonesian Fashion Blogger

Yulia Segarwati

Ajeng Dinar Yumita

Communication Science Study Program

Faculty of Social and Political Science

Pasundan University

✉ segarwatiyulia@gmail.com

ABSTRACT

Personal Brand will be formed by the existence of perception, impression or others' opinion about ourselves from what we do and what we want to show to the public. Individual can build Personal Brand about his job or profession indirectly to escalate ones' selling value, generate positive perceptions of the community and finally it could be used as a marketing tool. A Fashion Blogger is the one who makes a writing in his/her personal online journal (blog) that discusses the contents of fashion, whether clothing or accessories sectors. One of Indonesian fashion blogger is Evita Nuh, whose own www.jellyjellybeans.blogspot.co.id blog and already well known by some foreign medias. The study was aimed to perceive how Evita Nuh managed her specialization as a fashion blogger. The method was online qualitative by using virtual ethnography approach and the data was collected by online in-depth observation and interviews based Eight Laws of Personal Branding from Peter Montoya. The result of the research was perceived the formation, establishment and maintenance of Evita Nuh personal brand at her blog. Evita Nuh personal branding specifications are: (1) Evita Nuh's has a specialization as fashion blogger; (2) Evita Nuh has a good leadership; (3) Evita Nuh has a strong personality; (4) Evita Nuh is the youngest success fashion blogger due to her age when started it (5) Evita Nuh has maintain her blog by collaborate its use with another social medial and strenghten the articles' content; (6) Evita Nuh has harmonized the content of her blog with a good manner and well managed personality; (7) Evita Nuh has persintant on her personal brand as fashion blogger; (8) The content of Evita Nuhs' blog is valuable and has gave benefit to the followers. The result concluded that Evita Nuh has been successful in establishing her personal branding by fullfil the eight laws of personal branding.

Keywords: personal brand, fashion blogger, Evita Nuh, new media, virtual ethnography

INTRODUCTION

Fashion blogger is someone who produce articles in a personal online journal (blog) that discuss the contents in the field of fashion both clothing and accessories. A fashion blogger is usually a woman, but it does not mean a man cannot become a fashion blogger. One of Indonesian fashion blogger that has been well known by some overseas media is Evita Nuh who own blog www.jellyjellybeans.blogspot.co.id. Evita Nuh has started to conduct her talent and interest as a fashion blogger since 2008 when she was 9 years old,so that she has undergone her profession as a fashion blogger to date.

A fashion blogger is required to follow the groove of fashion developments but must still have its own specialty. Passion or interest of someone who work as a fashion blogger must be strong as the main foundation to become a fashion blogger. Unconsciously, one's activity in developing and conducting interest in something is actually a personal branding activity. Thus, the activities undertaken by a fashion blogger is also a personal branding activity.

Personal branding is who you are, what you do and what makes you different or how you create a certain value in your surroundings. (Montoya, 2005). According to Rampersad (2009), branding is something that influence others by creating a brand identity that associates the perceptions and feelings which relate with that identity. While personal branding focuses on the authenticity in which to present the characters and develop on the basis of ideals, goals, values, uniqueness, passion, specialtyand the things that are loved. (Rampersad, 2009).

While McNally & Speak (2001, p.13) in their book “Be Your Own Brand”, they stated that personal branding is based on your life values and has a high relevance to who you really are. Personal branding is your personal brand in the minds of everyone you know. Personal branding will make everyone consider you differently and uniquely. People may forget about your face, but your personal brand will always be remembered by others (McNally & Speak, 2002. p.13). Actually from the beginning every human has their own personal brand. Personal brand that we have is others perception and it influence to how others communicate with us. It is our duty to develop a firm personal brand to be known by others. (McNally & Speak, 2011).

Evita Nuh has built her personal brand through blog as new media by editing a variety of articles about fashion taste reviews or her own fashion taste which is considered very unique because it comes from her who is very young in her age. It has brought Evita's popularity become international with so many foreign articles from their interview to Evita about her fashion taste review.

Personal brand can be established through the Theory of Eight Laws of Personal Branding which was proposed by a branding and marketing expert, Peter Montoya (2002). Montoya said that individual voice is more reliable than the voice that comes from the institution or a company. The eight concepts proposed by Montoya are the main concept as references in building a personal branding. Those laws are: (1) Specialization; (2) Leadership; (3) Personality; (4) Distinctiveness; (5) Visibility; (6) Unity; (7) Persistence; (8) Goodwill. Through these eight concepts, a personal branding will be effective. Personal branding is worked as a desire by the personal branding actor.

Personal branding which became the subject of this study was conducted online and mediated by computer, internet network or new media. New media is a new era of fast-growing media in this modern age. Social media is part of the new media era development that is used by many people because it has various advantages that can be utilized by humans for personal needs as well as for the needs of companies, organizations and institutions. Social media has many types, one of them is an online journal or commonly called Blog. Blogs are social media that allows users to upload daily activities, comment on each other, and share whether other web links, information etc.

RESEARCH METHOD

This study used qualitative design with virtual ethnography method by using search or research online. Qualitative research is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc." (Moleong, 2007, p.6) Types of research conducted through online interviews and participant observation. The object of a research is a target to get a data. The object of this research is Evita Nuh's activity as Indonesian fashion blogger in her online journal or personal blog, namely www.jellyjellybeans.blogspot.co.id.

The data on this study was collected by using in-depth interview

and observation. The researcher conducted the research by observing and interviewing the informant – the fashion blogger Evita Nuh as the owner and manager of the blog www.jellyjellybeans.blogspot.co.id by making the informant as an expert informant in personal branding. Researchers have also become participants on the Evita Nuh Blog by following the blog of expert informants (as follower), to make observations about the process of establishing personal branding since the early age through new media – online journals or blogs.

The researcher also rendered followers of Evita Nuh's blog as keynote informants to give feedback about their judgment (netizens or internet citizens) to the personal branding of Evita Nuh. Those informants have a background related to the world of fashion or fashion design. Thus, to select informants from netizens, researchers apply the following criteria: (1) Active in the virtual world or the internet; (2) Have a blog account; (3) Follow or become a follower and visiting Evita Nuh's blog (www.jellyjellybenas.blogspot.co.id); (4) Aged 17 years up to 25 years and domiciled in Indonesia; (5) Understand or know about fashion; (6) Know Evita Nuh as Indonesian Fashion Blogger.

RESULT AND DISCUSSION

Evita Nuh personal branding as a fashion blogger in the virtual world refers to the theory of Eight Laws of Personal Branding from Peter Montoya.

(1) *The Law of Specialization: Evita Nuh Specialization as a Fashion Blogger*

The first thing to be noticed by a personal branding actor is specialization or self-specificity. A specialization refers to an activity that is routinely in interest and performed by the personal branding actor which then becomes the capital to establish and develop personal branding to be achieved. Evita Nuh has built her personal branding through a personal blog. Starting from her great interest in fashion, Evita Nuh started her activities as a blogger on August 18, 2008 and withstand until now.

Evita Nuh branding activity is an online personal branding as virtual world where Evita Nuh doing all her activities as a fashion blogger at www.jellyjellybeans.blogspot.co.id. Evita Nuh speciality in the fashion world is visible to many people from various parts of the

world outside Indonesia even outside Asia although the actual style of Evita Nuh clothing is always inclined towards Korea and Japan style. In creating blog content, Evita Nuh never disappoints her readers. As long as the researcher did research on all Evita Nuh blog content from 2008 to 2018, all the edited content has gone through a mature concept-making process. Evita Nuh has never absent to edit pictures of herself in various unique outfits.

Evita Nuh's fashion content has been accompanied by various informations such as where the reader can buy the item, what brand even the item price she used in the photo. It has brought blog readers to render Evita Nuh as a fashion reference. Fashion has become specialization of Evita Nuh. The large number of followers and the broadness of Internet network have made her name soar from time to time until many offers from various cooperations come to her. There are a lot of great products has cooperated with Evita Nuh like Sony, Toshiba, Glico, Sprite, Daniel Wallington, YSL, Uniqlo, Dove, and other great products. The braided cooperation has made the name of Evita Nuh increasingly known by many people and her name is increasingly rising in the virtual world as a young Indonesian fashion blogger.

(2) *The Law of Leadership: Evita Nuh Leadership as a Fashion Blogger*

In 2012, Evita Nuh was trusted to be a regular writer in considerable magazines, Go! Girl Magazine for three years with her own rubric. In addition, in 2011 Evita Nuh once owned a clothing store called 'Little Nuh' in a large mall in Jakarta, Plaza Indonesia. Evita Nuh told her experience running a clothing store that all handled by herself and her sibling in her blog content entitled 'Little Nuh' edited on April 4th, 2011.

Then in 2014, Evita Nuh has had a brand of her own bag named EN.PENS (Evita Nuh, Perfectum Est. Non Satis) which all of the production handled by herself. Not only that, Evita Nuh also received many positive responses from various famous realms such as foreign novelist of "10 Things About You", local artists such as Dian Pelangi, Andien etc. All of those achievements, reputation and position automatically strengthen the personal branding of Evita Nuh as a fashion bloggers who has been honoured by many parties. Evita Nuh has become an inspiration for youngsters to keep working and achieving. With all the proof, the audiences act and emerge a sense of amazed and pride to Evita Nuh and even make her as a fashion reference.

(3) *The Law of Personality: Evita Nuh Personality as a Fashion Blogger*

Evita Nuh followers thought that she is a cheerful, generous, kind, friendly and sociable to many people as seen from her relationships with various realms. Similarly, it was also seen from the analysis of entire Evita Nuhs' content on her personal blog. Evita Nuh is a brave and clever woman in expressing her entire consideration in a sensible and mature way without pretending. But research showed that Evita Nuh's personality differs significantly from what she showed in the virtual world. As a person with Asperger's syndrome and social anxiety disorder, Evita Nuh admitted that it was very difficult to socialize. Along her process to socialized, she once treated in Emergency Unit after she tried to mingle at a party but got hyperventilated or shortness of breath due to panic attacks.

In a virtual world, an identity can be easily modified without anyone knowing. The virtual world is a real world with real activity without physical form. All communications are mediated by a computer-based media and supported by internet network to communicate and exchange messages with each other. However, when Evita Nuh confessed about her weaknesses, positive viewpoints about her have not diminished. There were no any negative comments related to those weaknesses. According to research results, Evita Nuh success to managed the development and establishment of her personal branding as a fashion blogger in the virtual world. This success has happen because Evita Nuh never focusing on her waeknessess but on the things related to fashion as her speciality for the last 10 years.

(4) *The Law of Distinctiveness: Difference of Evita Nuh as a Fashion Blogger to the Other Fashion Blogger*

Developing and establishing a personal branding would not be easy because there are some fashion bloggers in Indonesia who are also famous and more senior than Evita Nuh, but none younger than her. The difference point of Evita Nuh centered on her young age and supported by her unique fashion sense and short hairstyle with a half-forehead bangs that have not changed since 2008 until now in 2018. Being young does not mean losing to the older, young and creating is like a principle set by Evita Nuh in her life.

The fact that Evita Nuh is the type of person who pleased to work, to be challenged and under pressure and is evident from many activities

she involved in since she was 9 years old. Evita Nuh can balance between education and skills in designing things, martial arts, even dancing and business as well as her profession as a fashion blogger. This has been done by Evita Nuh since childhood which even still 19 years old in 2018.

(5) *The Law Of Visibility: Evita Nuh Visibility as a Fashion Blogger in virtual life*

Evita Nuh has a strategy to maintain her followers to not diminish. During her virtual activity, Evita Nuh often put her blog link in her social media when she has new content on her personal blog to find out completely about the edited content. As a Z generation, Evita Nuh also certainly often open the internet and social media to update on things she likes like Korean dramas and movies as well as various other fashion items. She also posted about a product as a consequence of cooperation and asked to do a review as a form of products promotion. It is a simple work but useful for the audience to keep Evita Nuh in mind.

(6) *The Law of Unity: Aligning Evita Nuh Personality with Personal Brand in Virtual World*

Evita Nuh in daily life as well as in the virtual world has never violated any values and norms although she dared to review about sensitive things like Lolita that is identic with pedophilia. The fact is that Evita Nuh has an excellent writing style. Evita Nuh articles mostly 98% using English for every context of her blog or other social media. That's the reason why the coverage of Evita Nuh's follower is very wide up to America, Europe and Australia besides Asia.

She was born in an imperfect family, but Evita Nuh was very well educated by his father. Evita Nuh has never written or edited any content contrary to any applicable norms, ethics and values in Indonesia. All her activities are always positive and of course related to fashion. For example by attending fashion week events both inside and outside the country as well as other fashion events. According to the results of the research, the name Evita Nuh is very clean from any imposing comments.

(7) *The Law of Persistence: Evita Nuh consintency to Her Personal Brand as a Fashion Blogger*

A personal brand is not instantly established without any effort. A personal branding is a process that takes time to grow and also

develop. It requires a strong consistency in which a personal brand actor must remain persistent on the initial personal brand that has been established without hesitation and the intention to turn it into another. This element has been complied by Evita Nuh naturally because she is a consistent fashion blogger on her personal branding because the fashion is very ingrained in her. She has always had an element of fashion in every activity. It is proven to make Evita Nuh survive with her personal branding as a fashion blogger for 10 years.

(8) *The Law of Goodwill: The advantage of Evita Nuhs' Blog*

Evita Nuh has published many articles in her own blog which consist of fashion review, art works display and notes about her daily life as a fashion blogger and as an individual as well. These contents were outstanding creation instead of her weaknesses as a woman with Asperger sindrom and struggle with panic attack. Her condition which creates while adjoining with pathological condition has encouraged and inspired youngsters to do the same things and produce something valuable for themselves and others. Evita Nuh has become a role model of how youngsters can take part in creative industry as well as living her life in a good manner and personality.

Evitas' ways of writing is also interesting and inspiring. The lay out has strong and unique character, well structured and artsy at the same time. The content is beneficial especially to inform the followers about fashion product or any accessories equipped with the link to connect directly to the vendors. She also enclose pictures so that the followers find it easy to swallow the information on her blog.

CONCLUSION

The establishment of personal branding is an important activity for someone who has a specific purpose to establish, develop, and maintain the image in accordance with the purpose. In accordance to the main purpose of public relations, the aim of personal branding is to create a communication between one party and another to achieve a goal.

Evita Nuh has managed to establish, develop and maintain her personal branding for 10 years as a fashion blogger through the virtual world. By the theory of Eight Laws of Personal Branding from Peter Montoya, Evita Nuh has rated as a success fashion blogger due to positive interpretation of the Law. The researchers will elaborate as follows: (1) Evita Nuh's has a

specialization as fashion blogger; (2) Evita Nuh has a good leadership as a fashion blogger; (3) Evita Nuh has a strong personality as fashion blogger; (4) Evita Nuh is the youngest success fashion blogger due to her age when started it (5) Evita Nuh has maintain her blog by collaborate its use with another social media and strengthen the articles' content; (6) Evita Nuh has harmonized the content of her blog with a good manner and well managed personality; (7) Evita Nuh has persistent on her personal brand as fashion blogger; (8) The content of Evita Nuh's blog is valuable and has given benefit to the followers.

An online personal branding is an effective activity that is suitable for our world today. In the digital era, everyone has started to divert their communication media from conventional to unlimited online media that can be reached easily. Online media or virtual worlds have a large number of 'residents' because communicating with media has become a lifestyle of people today.

REFERENCES

- Ardianto, E. (2013). *Handbook of Public Relations Pengantar Komprehensif*. Bandung: Simbiosis Rekatama Media.
- Ardianto, E. (2016). *Metodologi Penelitian Untuk Public Relations Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Jeffkins, F. (2003). *Public Relations Edisi Kelima*. Jakarta: Erlangga.
- Liliweri, A. (2011). *Komunikasi: Serba Ada Serba Makna*. Jakarta: Kencana.
- McNally, D. &. (2002). *Be Your Own Brand*. San Fransisco: BK Publisher.
- Meleong, J. L. (2007). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Montoya, P. (2002). *The Personal Branding Phenomenon*. United State of America: Voughan Printing.
- Nasrullah, R. (2015). *Media Sosial*. Bandung: Simbiosis Rekatama Media.
- Nasrullah, R. (2017). *Etnografi Virtual*. Bandung: Simbiosis Rekatama Media.
- Nasrullah, R. (2014). *Teori dan Riset Media Siber*. Jakarta: Prenadamedia Group.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.

Form of Publication Through Instagram by Public Relations of Bogor City Government (Study at @pemkotbogor)

Risma Kartika, Riska Aristania Hidayat

Faculty of Communication Universitas Pancasila, Jakarta

✉ rismakartika.up@gmail.com, riskaaristaniahidayat@gmail.com

ABSTRACT

This study aims to determine the form of publication through Instagram by Public Relations of Bogor City Government. To achieve these objectives, the concepts used include: Government Public Relations, Publications, E-PR, and Instagram. This research also uses previous research studies to strengthen the research foundation and paradigm used in postpositivism with descriptive qualitative approach. The unit of analysis is Public Relations of Government Bogor City. Technique of data collecting is observation, and semi structured interview, while the research instrument is the researcher himself. The results showed that the form of publication include: routine news, features, and articles about the policy that will be rolled. With the account instagram @pemkotbogor, public relations becomes easier to publish information to the public. This means that instagram accounts whose publications include routine news, features, and articles on policies have facilitated Public Relations of Bogor City Government to convey information to the public.

Keywords: Government Public Relations, Publications, Instagram, @pemkotbogor

INTRODUCTION

Background

The role of public relations is needed by almost all companies or institutions from industry, professional organizations, educational institutions, socio-cultural organizations to government agencies. Broadly speaking, the role of public relations is a communicator of an organization both to the internal and external public.

In other words, public relations is one of the spearheads of companies or institutions to compete in the era of globalization.

The government Public Relations has the function giving the education to the public to improve the image and reputation of the company, building a bridge of good socialization, building trust and beneficial relationships with its stakeholders. This is in line with Cutlip (2011: 6) which explains that Public Relations is a management function that builds and maintaining relationships well and having beneficial between organizations and the public that influence the success or failure of the organization.

The existence of a Public Relations unit in a government-owned agency is a must functionally and operationally in an effort to disseminate or publish about an activity or activity of the relevant agency that is intended both for inward community relations, and for the outside community, one of which is the community.

Community welfare is the main thing that must be considered. According to Oliver (2007: 76) said that the skills and knowledge of public relations both to image of each stakeholders, customers, and corporate have different planning and programs including analysis, monitoring and marketing of their respective programs.

One of the government public relations way to maintain good relations with the community is by having the transparent information about the various existing information in the government. Such as what was done by the Bogor City Government Public Relations who did various ways to disseminate information to the wider community. The era of digitalization nowadays is becoming a very popular thing, this is evidenced by the rise of people who use social media. The Ministry of Communication and Information revealed that internet users in Indonesia currently reached 63 million people. Of these, 95 percent use the internet to access social media (Kominfo.go.id). with this ease, people can access information whenever and wherever they are. With technological sophistication, information can be received easily by the public. With the advancement of technology, the Bogor City Government Public Relations participated in utilizing increasingly developing technology to disseminate information related to the City of Bogor.

Currently the Bogor City Government Public Relations manages various social media that are used as publication media including Facebook, Twitter and Instagram. Public Relations of the Bogor City

Government follows indeed the developments from social media. Before the emergence of these social media, the Public Relations of the Bogor City Government only relied on external media such as newspapers, radio and television that collaborated with the Public Relations of the Bogor City Government to disseminate the available information.

One Of the many social medias is owned by the Bogor City Government, they are more focused providing the information dissemination to the community through Instagram because they think that the response given by the community is so much and quickly accepted by the Bogor City Public Relations team (personal interview, September 25, 2017) This is in line with the results of a recent study conducted by Piper Jaffray, which explained that bank investment service companies and asset management showed that Instagram was more popular than Facebook and Twitter among teenagers. In the study as many as 7500 teens were asked what relating with their opinions about social media between Facebook, Twitter and Instagram which were most important to them. So the result was the Instagram ranked at the top of two other social media (www.marketing.co.id).

One of the organization or the government agency that uses Instagram as an information publication media is the Bogor City Government (Pemkot). This Instagram account called @pemkotbogor contains information about the program or policy, activities or achievements have been achieved in Bogor City. This @pkotkotbogor account is managed by the Public Relations section of the Bogor City Government. In this regard, the Bogor City People's Community is playing its role as a bridge between the City government organization and the people of Bogor City.

The instagram that has been managed since 2015 now has nearly 60 thousand followers. Public Relations Bogor City Government collaborated with the leaders of the City of Bogor, especially the Mayor of Bogor to introduce. The content contained in this Instagram @pemkotbogor which is the form of information about activities that occur in the government of the city of Bogor. The Bogor City administration, led by the Mayor of Bogor, namely Bima Arya, was the main spotlight on Instagram @pemkotbogor content. Almost all activities carried out by Bima Arya are posted on this Instagram account. Instagram can be said as one of the publications media that is easily accessible to the public. In addition Instagram has features that

are more sophisticated than other social media such as an instastory, where users can share videos and photos that are happening and will be stored within 24 hours. Instagram also has a live streaming feature where users can broadcast live and watched by their followers on Instagram. Many features of Instagram that are not owned by other social media.

Public Relations Bogor City Government itself in using Instagram @pemkotbogor as its publication media maximizes the features available on Instagram. Live broadcasts are also not infrequently carried out by the Public Relations of the City of Bogor when they have important events and it is possible to do live streaming. Administration operator of Instagram @pemkotbogor can be said so quite active in managing Instagram. With this, the public will know what the government is doing and will be much closer to the government.

LITERATURE REVIEW

Government Public Relations

According to Cutlip (2011: 6) Public Relations is a management function that builds and maintains good and beneficial relationships between organizations and the public that affect the success or failure of the organization. According to International Public Relations Associations (IPRA) in Ruslan (2007: 16) defines public relations as a management function of planned and sustainable characteristics through private organizations and private institutions or public to gain understanding, sympathy and supporting from those concerned or may have something relation with public opinion research among them.

The activity of a public relations is to conduct reciprocal communication between the institution and the public which aims to create mutual understanding and supporting for the achievement of a particular goal, policy, production activities, for the advancement of the institution or a positive image of the institution concerned with the formation of public opinion and changing attitudes of the community (Nova, 2009: 38). Ruslan (2005: 341) the main difference between public relations functions and tasks contained in government agencies and non-government agencies (commercial institutions) is the absence of commercial elements even though Public Relations of the Government also do the same in publication activities. Government public relations emphasizes the public or to improve public services.

Publication

Publication is information that can not be controlled by the organization, but must be through media guards, such as reporters, editors, directors programs, and others who select, reject, or receiving information sent by the organization (Wardhani, 2008: 10).

According to Wardhani (2008: 10) the forms of publication are as follows:

- 1) Routine news: informing the announcement of meetings, conferences, art exhibitions.
- 2) Features: corporate social activities, company efforts that show concern for social problems.
- 3) Articles relating to plan that will be rolled out by the organization to obtain public responses and encouraging the government to issue certain policies.

Instagram

At present time the Indonesian people are already familiar with social media. With the existence of social media the community becomes very easy to interact with each other. The interaction of social media users and information that exchanges makes the world filled with a variety of information that functions to influence each other (Hamidati, with her friends., 2011: 33).

According to Nisrina (2015) Instagram is an application used to distribute photos and videos. Instagram itself is still a part of Facebook that allows our Facebook friends to follow our Instagram account. The more popular Instagram as an application that is used to share photos makes many users who jump or make the decision into online business and support promoting their products via Instagram.

RESEARCH METHOD

Research Approach

Qualitative research according to Moleong (2012: 5) is that research using natural settings with the intention of interpreting phenomena that occur and is carried out by involving existing methods what is fundamentally dependent on human observation. The main objective in conducting descriptive research is to describe the situation or object in the actual facts of how the Public Relations of the Bogor Government published the information via Instagram @pemkotbogor.

Type of Research

In this study uses descriptive research types. It aims to describe systematically and accurately the facts and characteristics of the population or about certain fields. The statement was supported by Sugiyono (2014: 14) that descriptive analysis method is a statistic used to analyze data by describing or drawing data that has been collected as it is. The study uses descriptive because it deals with the collection of facts and data in a valid way to provide an overview of the object under study. So, it can be easier to understand and conclude.

Analysis Unit

According Sugiyono (2014: 213) states that the unit of analysis is the unit under study that can be individuals, groups, objects or a setting of social events such as the activities of individuals or groups as the subject of research. From how to reveal the data analysis unit by setting the criteria of the respondent, the researcher will automatically get who and what is the subject of his research.

In this case the researcher will try to find the initial informant, the first person gives sufficient information when the researcher initiates data collection activities. The unit of analysis of this study is the Public Relations of the Bogor City Government.

Data Collection Techniques

The technique used in this study is through participant observation and interviews.

1. Observation

Observation is the ability of a person to use his observations through the work result of one of the senses, namely the eye and assisted by the other senses. Observations made by researchers are participant observation, namely collecting data through observation of objects of observation directly, feeling and being in the life activities of objects.

The participants' observations were conducted directly in the Public Relations division and the protocol of the Regional Secretary of Bogor City and the researchers participated in making information in the form of news that was posted on the Instagram of the Bogor City Government.

Interview

The second data collection technique used by researchers is interview. Interview is a data collection technique that is done by questioning orally, either directly or indirectly with the respondent's data source. As quoted by Herdiansyah (2013: 31) interviews are a process of communication interaction carried out by at least two people, on the basis of availability and in a natural setting, where the direction of the conversation refers to the stated goals by prioritizing trust as the main foundation in the process of understanding.

In this case the researcher uses semi-structured interview techniques. According to Herdiansyah (2013: 66) the semi-structured interviews are interviews where researchers ask questions and have freedom in interviews. Resource persons interviewed to get data:

1. A.Manan Tampubolon as Head of Subdivision of Publications and News.
2. Maharini Hasanah S.Ikom as an Instagram account holder@pemkotbogar.

DISCUSSION

Public Relations Bogor City Government makes social media as its publication media. One of the social media used is Instagram. The content that is owned by Instagram is quite supportive to make Instagram as a public relations media for the Bogor City Government.

By conducting the publication through Instagram, it is expected that the people of Bogor City will be easier to receive information conveyed by the Public Relations of the City Government of Bogor. Publications made through Instagram are divided into several forms, namely:

1. Regular news

Routine news contains information about activities such as meetings, art exhibitions, seminars and so on. In this case the Public Relations of the City Government of Bogor always publishes information about activities in the City of Bogor and is carried out by the City Government of Bogor.

In Instagram account @pemkotbogar we can find various uploads about meetings held in the City Government of Bogor, the audience

of the Mayor of Bogor with the people of Bogor City, and information about an event that will be held in the City of Bogor. But only important meetings are the nature to build the City uploaded by Instagram administrator operator@pemkotbogor. Activities such as meetings will not be uploaded on @pemkotbogor's Instagram account.

As during the anniversary of Bogor, the Bogor City Government routinely held events to enliven the anniversary of Bogor. At that time the City Government Public Relations often uploaded photos about information from the event that would be held in Bogor City. The aim is none other than that the people of Bogor City can find out about the event that will be held in Bogor City and the community can participate in the event.

Photographs uploaded by the Bogor City Public Relations on the @pemkotbogor instagram account if there will be an event in the form of a flyer and in the information column explained about the information from the event. Public Relations The Bogor City Government will reply to comments from the public if asked about the event through the comments column.

2. Features

In Instagram @pemkotbogor researchers found photos uploaded from social activities carried out by the leaders of Bogor City, such as the Mayor of Bogor, Bima Arya. Not a few uploads that show the concern of the Bogor leader towards the community. One example is when the mayor of Bogor came to and gave assistance to one of the houses of Bogor City residents who suffered from a disease.

3. Articles about policies that will be rolled out to provoke community response.

Publication through Instagram conducted by the Public Relations of the Bogor City Government is a good breakthrough. The people of Bogor City can see what will be done by the Bogor City Government through uploading photos on Instagram. Not only that, on Instagram administrators @pemkotbogor, the public can comment on uploads which uploaded in the comments column.

The latter form of publication is indeed to provoke a response from the public regarding the policy that will be rolled out by the government. Public Relations The Bogor City Government always publishes policies

that will be rolled out in the city of Bogor. Publications carried out with photos of the policy and in the disclosure column will be explained as to what the policy is.

CONCLUSIONS AND SUGGESTIONS

Conclusions

In Instagram managed by the Public Relations of the Bogor City Government, photo uploads were included in the form of publications, namely:

1. Regular news

Public Relations The Bogor City Government uploaded photos of the announcement of meetings, art events that will be held in the city of Bogor to the conference. Public Relations The Bogor City Government does not publish its usual meetings, only the city-centered meetings are uploaded on the @pemkotbogor instagram account.

2. Features

Features or social activities from the government. In Instagram @pemkotbogor can be found uploads in the form of social activities carried out by the Bogor City Government.

3. Articles about the planning that the government will roll out to obtain public responses

On Instagram @Pkotkotbogor, there are uploaded photos with their information explaining the planning that will be rolled out by the Bogor City Government.

Suggestions

Public Relations The Bogor City Government should publish all activities including meetings that are ordinary in nature so that the people of Bogor City know about all the activities carried out by their government. This was done so that the people of Bogor City felt much closer to their government.

We recommend that the Public Relations of the City of Bogor Government is set up a SOP to follow up on the complaints of the community on an @pemkotbogor instagram account. This is so that Bogor City Public Relations can carry out their duties and functions as a bridge between the community and the Bogor City government.

REFERENCE

- Ardianto, E. (2012). *Komunikasi Massa Suatu Pengantar*. Bandung: Simbiosis Rekatama Media.
- Ardianto, E. (2013). *Handbook of Public Relations*. Bandung: Simbiosis Rekatama Media.
- Atmoko, B. (2012). *Instagram Handbook*. Jakarta: Media Kita.
- Cutlip, S., dkk. (2011). *Effective Public Relations*, Edisi Kesembilan. Jakarta: Kencana.
- Hamidati, A., dkk. (2011). *Komunikasi 2.0 Teoritis dan Implikasi*. Yogyakarta: Asosiasi Pendidikan Tinggi Ilmu Komunikasi.
- Heryanto, G., dkk. (2012). *Public Relations Politik*. Jakarta: Gahlia Indonesia.
- Herdiansyah, H. (2013). *Wawancara Observasi dan Fokus Groups Sebagai Instrumen Penggalan Data Kualitatif*. Jakarta : Rajawali Press.
- Moleong, L. (2012). *Metode Penelitian Kualitatif*. Bandung : PT. Remaja Rosdakarya.
- Moleong, L. (2013). *Metode Penelitian Kualitatif*. Edisi Revisi. Bandung : PT.Remaja Rosdakarya.
- Nisrina. (2015). *Manfaat Media Sosial dalam Meraup Uang*. Yogyakarta: Cakrawala.
- Nova, F. (2009). *Crisis Public Relations Bagaimana PR Menangani Krisis Perusahaan*. Jakarta: Raja Grafindo Persada.
- Oliver, S. (2007). *Strategi Public Relations*. Jakarta: Erlangga.
- Onggo, B. (2004). *Cyber Public Relations*. Jakarta: PT. Elex Media Komputindo.
- Pangarep, H. (2016). *Public Relations yang Kredibel*. Yogyakarta: Cakrawala.
- Purnama, H. (2011). *Media Sosial Di Era Pemasaran 3.0. Corporate and Marketing Communication*. Jakarta.
- Ruslan, R. (2005). *Manajemen Public Relations & Media Komunikasi : Konsepsi dan Aplikasi*. Jakarta: PT. Raja Grafindo Persada.
- Ruslan, R. (2007). *Manajemen Public Relations & Media Komunikasi : Konsepsi dan Aplikasi*. Jakarta: PT. Raja Grafindo Persada.
- Ruslan, R. (2010). *Manajemen Publik Relations dan Media Komunikasi*. Jakarta: Rajawali Pers.
- Soewadji, J. (2012). *Pengantar Metodologi Penelitian*. Jakarta: Mitra

Wacana Media .

- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D. Bandung: Alfabeta.
- Wardhani, D. (2008). Media Relations: Sarana Membangun Reputasi Organisasi. Yogyakarta: Graha Ilmu.
- Yuliana, N. (2014). Media Relations. Yogyakarta: Graha Ilmu.

Internet

- Instagram.com. (2017). 25 April 2017. Instagram Pemerintah Kota Bogor. Diakses dari: <http://instagram.com/pemkotbogor>.
- [Kominfo.go.id](http://kominfo.go.id). (2017). 5 Mei 2017. Pengguna Internet di Indonesia. Diakses dari: <http://kominfo.go.id>.
- [Marketing.co.id](http://marketing.co.id). (2017). 5 Mei 2017. Penggunaan instagram. Diakses dari: <http://marketing.co.id>.

CHAPTER 2.

CULTURAL AND TOURISM

The Psychological Approach of Melody in Novel Entitled *Out of My Mind* by Sharon M. Draper

Gunawan Tambunsaribu

INTRODUCTION

Background of The Research

Literature is a form of creative art work result that the object is human and their life by using language as a medium. As a creative art that uses human and all aspects of their life, then literature is not only about a media to convey idea, theory, or system of human thought (Atar Semi, 1988:8). In analyzing of novel, we should focus on the intrinsic elements. There are 5 intrinsic elements how novel as well as the other prose. They are character, theme, setting, plot, and psychology. In this paper, the writer only focused on character, character of each player then we know how the story going on completely.

Psychology discusses about human behaviour in their relationship with their environment. So psychology is a knowledge that learn about human behaviour, good as individu or their relationship in their environment. In this research, the writer used psychological approach as a approach to analyze this novel. Psychological approach is a literature research approach which focuses on psychology aspects that contain in a literature work (Atar Semi, 2013:45).

The writer interested with Sharon's literary works because she is one of the best authors who is interested in writing about children's lives and the moral values in parenting. Some of her books are best sellers. Many of her books are recommended to be reading book choices in schools. In this research, writer chose Melody to be the main source for his research because Melody is the main character of this novel and she has many conflicts in facing her daily life as a handicapped girl.

This novel is very interesting to analyze because Melody had her own character that influenced the whole story of this novel. Without

Melody's character in this novel, the story wouldn't grow up. Besides, her life was full of conflicts as she is a disabled or handicapped girl but she has a smart mind in her own. She has to face the reality that not everybody can understand what are in her mind and even her parents sometimes do not understand her because she cannot talk like a normal person. Because of this reason, the writer would like to analyze the character of Melody based on psychological approach. That is why this research is titled "The Psychological Approach of Melody in the Novel Entitled *Out of My Mind* by Sharon M. Draper"

1.1 Problem Formulation

The problem of this research is "*What are the characters that Melody has in this novel?*"

1.2 Objective of The Research

The objective of this research is to ascertain the characters that Melody has in this novel.

1.3 Scope of The Research

This research limits the problem only by discussing the characters that Melody has in this novel by using psychological approach.

LITERATURE REVIEW

Personality

The Psychologist believes that personality is influenced by little of genetic element, and also the way we grown up and life's experience that we got. According to Sigmund Freud, personality has been formed in the beginning of our life, especially when it is pushed by our experience about need and pleasure (Mark Parkisnton, 2004:9).

According to Freud (Alwisol, 2005:17), psyche's life has three levels of consciousness, they are conscious, preconscious, and unconscious. Until 1920's, theory about psyche's conflict was just engaging those three elements. In 1923, Freud was recognizing others three structural model, those are Id, Ego, and Super Ego. This new structure didn't change previous structure, but completing image of mental, especially on function and its purpose (Alwisol, 2005:17).

Psychological Approach

Psychological approach is literature criticism approach which stresses on psychological aspects that exist in a literature work (Atar

Semi, 2013:45). These psychological aspects got attention in literature criticism and research due to emergence of consciousness for the author and also for the critic.

The society development and advancement in this modern age are not solely be measured from material aspect, but also from spiritual or psychology aspect. Utilization of this theory in literature that is did by many authors is by taking useful parts and pure for their consideration in researching characteristic and personality of someone.

Psychology

Psychology originates from Greece's words. The word "psyche" means soul and "logos" means knowledge. Psychology doesn't learn about soul or mental directly because its characteristic that is abstract, but psychology bounding on manifestation and expression from soul or mental that is a behavior and process or its activity, until psychology be able to be definition as knowledge that learn about behavior and mental process. However, according to Gerungan (2004), understanding between soul's knowledge and psychology are totally different. Scope of soul's knowledge is wide, including imagination and speculation about soul itself. In the other hand, psychology's knowledge is knowledge about soul that is acquired with systematic by scientific method.

According to Sigmund Freud (Radha Chandrapedia, 2013:15), psychology is a system which contains of three elements, they are Id, Ego, and Superego that each of them has origin, Aspect, function, operation principle, and own equipment.

According to Alfred Adler (Radha Chandrapedia, 2013:17), psychology structure of human is social beings and individual beings. The main theory of Adler is individuality as main problem. In his theory, it has two main encouragement, they are social encouragement and egoist encouragement, humble sense and compensation as improvement in human's life. Life style is principle that is used as a base to understand behavior's person. The creativity of our self is the main activator, philosophy grip, and the first cause for all behavior.

According to Carl Gustav Jung (Radha Chandrapedia, 2013:15), the concept of psychology has three types, they are personality function, emotional and spiritual's person, and self. Psyche is composite or amount of totality from mental content. Self is total personality of awareness and unconscious. He saw human as something that really

unique because they have so many personalities that are various between one individual to other individuals. Jung discriminated term between subconscious and unconscious.

The Psychology System of Sigmund Freud

- Id

Id is the oldest part of personality. All of encouragement and desire come from Id. Id constantly demanding to find pleasure. Therefore, id operates on unconsciousness level and there is no regulating for time, place and logic. To implement duty of avoiding pain and getting pleasure, id has two processes; they are reflex actions and primary process. Reflex action is an action which is done automatically, such as sneeze and flicker. Primary process is stopping strains by shaping fantasy about object that is able to disappear its strains. For instance, someone who is hungry. Primary process serves fantasy about food for someone who is hungry. That thing is called fulfillment of desire. Because of primary process is not able to decrease desire, therefore psychological process is recent developing where ego beginning to form. Id is really danger if it is not controlled. Because of the purpose of id is just finding pleasure without regard whether it is right or not. Id doesn't know good or bad and there is no morality on id. Therefore, to guard and to save ourselves is ego's duty.

- Ego

With the ego, someone is able to discriminate himself from surrounding area and thereby it will form a core that integrates personality. If Id just knows about subjective world, ego is able to discriminate things which are in human's mind with things which are in outside world. Ego follows reality principle and operating by following secondary process. The purpose of reality principle is avoiding strains occur until it find object that is suitable as satisfying need.

Ego is a part of personality that taking decision. Ego controls actions and deciding which instinct that will be satisfied and a way that is suitable to use. Even though ego is still a part of id, where ego exists to advance the purposes of id, ego does not want to disappoint Id. Although ego is depending on id, but ego can sometimes achieve perfect control.

- **Superego**

According to Freud, superego is part of moral or ethical from personality. Superego developed when ego internalizing social and moral norm. Superego is form of value and traditional society aspiration, in the same manner as parent to children. Superego is controlled by moral principle and ideal that be contradicting with pleasure principle of id and reality principle of ego. Superego mirrors ideality and perfection. The main function is deciding right or wrong, exact or not, suitable or not, so that it can act in accordance with norm which prevail in society. Superego has two subsystem, they are heart voice and ego-ideal. Heart voice comes from experience about punishment that is given from parenting to child's behavior that is not correct or can be said heart voice relating with things that are not to do. In the other hand, ego-ideal is relating with experience about presents that is given by parent because of proper behavior or can be said ego-ideal relating with things that should be to do. Heart voice punishing by making someone feel guilty, whereas ego-ideal awarding by making someone feel proud.

Novel and Its Structure

A story long enough to fill a complete book, in which the characters and events are usually imaginary (*Oxford, 2000: 904*). A fictional prose narrative of considerable length, typically having a plot that is unfolded by the actions, speech, and thoughts of the characters. A fictional prose narrative considerable length and a certain complexity that deals imaginatively with human experience through a connected sequence of events involving a group of persons in a specific setting (*Merriam-Webster, 1997:30*) Based on the definition above, novel is a fictional long narrative story which has its structure such as character, setting, plot, theme, point of view, and language. Every novel has structures (Hawthorn in Qorina, 2008:6) such as Character, Setting, Plot, and Theme.

RESEARCH METHOD

Qualitative Research

The research of this study is qualitative method. Qualitative research is a situated activity that locates the observer in the world.

It consists of a set of interpretive, material practices that makes the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. (Denzin & Lincoln, 2005:3).

Source of Data

The source of data for this research got from library (literature) as books. Besides, some references for complementing the writer's research got or downloaded from internet and also from my girlfriend and my friend's book.

Technique of Collecting Data

Technique of collecting data that be conducted in this research. The steps as following :

1. The writer read the whole pages of the novel "Out of My Mind"
2. The writer tries to understand and comprehend about the story of this novel
3. While rereading the story from the beginning, the writer marks the sentences or the dialogues written in that story which tell and reflect the character of Melody.

Technique of Analysis Data

The technique for analyzing the data of this research is descriptive analysis technique. This research will identify and classify all of data based on problem and interpret the entire of data to find cohesiveness and the relationship between data and theory. So, the writer will get knowledge from the meaning of this research fully. Data which have already been accumulated then be interpreted by the writer using the theory of Sigmund Freud. The result was explained descriptively.

RESULT AND DISCUSSION

Synopsis

Eleven-year old Melody has a photographic memory. Her head is like a video camera that is always recording. And there's no delete button. She's the smartest kid in her whole school—but no one knows it. Most people—her teachers and doctors included—don't think she's capable of learning, and up until recently her school days consisted of listening to the same preschool-level alphabet lessons again and again and again. If only she could speak up, if only she could tell people what she thinks and knows, but she can't, because Melody can't talk. She can't write. Being stuck inside her head is making Melody go out of her mind—that is, until she discovers something that will allow her to speak for the first time ever. There's a machine, she names it Meditalker, that can help her to tell what is in her mind. At last Melody has a voice by the help of the Meditalker, but not everyone around her is ready to hear it.

The Character of Melody

According to Freud's opinion that personality is a system that consists of three elements, they are Id, Ego, and Super Ego. Thus, the following explanation is about the character of Melody as the main character in the novel of "Out of My Mind"

a. Id (unconscious)

Id is a form that the most basic of human's desire. It consists of human desires that are still pure, be not distilled yet by logic, norm, and rules. The principle of id's work is bring out human from situation that is not pleasure to situation that is pleasure. Id is the oldest part of personality. All of encouragement and desire come from Id. Id constantly demanding to find pleasure. Therefore, id operates on unconsciousness level and there is no regulating for time, place and logic. To implement duty of avoiding pain and getting pleasure, id has two processes, they are reflex actions and primary process. Reflex action is actions which is did automatically, such as sneeze and flicker. Primary process is stopping strains by shaping fantasy about object that is able to disappear its strains. For instance, someone who is hungry. Primary process serves fantasy about food for someone who is hungry. That thing is called fulfillment of desire. Because of primary process is

not able to decrease desire, therefore psychological process is recent developing where is ego beginning to form.

So every once in a while I really lose control. I mean really. My arms and legs get all tight and lash out like tree limbs in a storm. Even my face draws up. I sometimes can't breathe real well when this happens, but I have to because I need to screech and scream and jerk. They're not seizures. Those are medical and make you go to sleep. (Out of My Mind, Chapter 3, pg.11)

The above quotation shows that Melody, as a human being, wants to release her emotion such as anger and disappointment, etc. It is caused by her instinct to release the constraints in her life.

When I sleep, I dream. And in my dreams I can do anything. I get picked first on the playground for games. I can run so fast! I take gymnastics, and I never fall off the balance beam. I know how to square-dance, and I'm good at it. I call my friends on the phone, and we talk for hours. I whisper secrets. I sing. When I wake up in the morning, it's always sort of a letdown as reality hits me. I have to be fed and dressed so I can spend another long day in the happy-face room at Spaulding Street School. (Out of My Mind, Chapter 7, pg.51)

The above quotation from the novel shows that Melody has wishes to move her body like a normal child, but she cannot because she suffers from *celebral palsy*—the name of the disease that limit only human's body, not the mind.

The more I think about it, the more excited I get. Television! Pressure! People looking at me! I can feel myself getting tense and tight. (Out of My Mind, Chapter 21, p. 191)

The quotation above can tell the readers that the thoughts in Melody's mind can arouse enthusiasm inside of herself.

I really wanted to hold it and hug it. But it fell on the floor once more. (Out of My Mind, Chapter 21, p. 191)

The quotation above can tell the readers that Melody humanly wants to play with her dolls but she cannot because her body's disability unlike normal people.

And I'd fall over again. I didn't want to fall or even mean to. I couldn't help it. I had no balance at all. Sometimes I wish I had a delete button in my head. (Out of My Mind, Chapter 21, p. 191)

The quotation above shows the readers that Melody, driven by her instincts, wants to move her body but nevertheless she cannot move her body like a normal child because of her cerebral palsy.

b. Ego (conscious)

With the ego, someone is able to discriminate himself from surrounding area and thereby it will form a core that integrates personality. If id just knows about subjective world, ego is able to discriminate things which are in human's mind with things which are in outside world. Ego follows reality principle and operating by following secondary process. The purpose of reality principle is avoiding strains occur until it find object that is suitable as satisfying need. Ego is a part of personality that taking decision. Ego controls actions and deciding which instinct that will be satisfied and a way that is suitable to use. Even though ego is still a part of id, where ego exists to advance the purposes of id, ego does not want to disappoint Id. Although ego is depending on id, but ego can sometimes achieve perfect control.

Mom rushed out of the toy section, pushing the cart real fast. "Stop it!" she cried out at me. I couldn't. It made me so angry that I couldn't tell her. The tornado took over. My arms became fighting sticks, my legs became weapons. I kicked at her with my feet. I screamed. I kept pointing in the direction of those blocks. (Out of My Mind, Chapter 3, pg.16)

The quotation above shows the readers that Melody does the screech and the scream even though she knows that her actions can make her mother angry with her. She just wants to tell her mother that there is something bad happening.

So I screamed and yelled and shrieked. I cried like a two-year-old. I wouldn't stop. Then my tornado explosion took over. I flailed and jerked and basically spazzed out. I kicked so hard that my shoes popped out of the foot straps on my chair. That made me tilt to one side, and I screamed even louder. (Out of My Mind, Chapter 7, pg.54-55)

The quotation above can tell the readers that Melody release her anger by screeching, screaming, and stomping.

From the very beginning, Mrs. Valencia gave me no sympathy. Instead of sitting me in the special little chair my parents had bought for me, she plopped me on my back in the middle of the floor on a large, soft quilt. The first time she did that, I looked up at her like she was crazy. I cried. I screeched. She ignored me, walked away, and flipped on her CD player. (Out of My Mind, Chapter 6, p. 42)

The quotation above can tell the readers that Melody shows her anger by crying and screeching. She does it because she dislikes what Mrs. Valencia does to her.

...., because sometimes I do pretend I don't feel good just so I can stay home. (Out of My Mind, Chapter 10, p. 85)

The quotation above shows the readers that Melody sometimes doing a naughty thing. She pretends not to feel good because she does not want to go to school, but stay at home.

"Hmmm. Your friend rose from school?" I buck and kick with excitement. "I think that's a great idea, melody. I'll ask your parents and her parents, and if she's willing, we'll have a wonderful day." I can't stop kicking my feet! (Out of My Mind, Chapter 13, p. 117)

The quotation above shows the readers that Melody wants to show her happiness by kicking her feet.

c. Superego (conscious and unconscious)

Superego is ideal ego for human. Its function is as controller of Id. As a result, form of superego is more to be action that more control following logic and normative's rule that is exist. According to Freud, superego is part of moral or ethical from personality. Superego developed when ego internalizing social and moral norm. Superego is form of value and traditional society aspiration, in the same manner as parent to children. Superego is controlled by moral principle and ideal that be contradicting with pleasure principle of id and reality principle of ego. Superego mirrors ideality and perfection. The main function is deciding right or wrong, exact or not, suitable or not, so that it can act in accordance with norm which prevail in society.

There was no way I could explain to Mom what had happened. I really had tried to save Ollie's life. I just looked away from Mom. She was angry, and I was too. If she hadn't been so slow, Ollie might have made it. I didn't want her to see me cry. (Out of My Mind, Chapter 8, pg.68)

The quotation above shows the readers that Melody tried not to cry even though she felt deep condolences deep inside of her for the death of her beloved fish, Ollie. She can behave well based on social and moral norm although her feeling contradicts with situations she wants.

Catherine gives me a hug, Rose flasher me a smile, and I try not to kick and drip and my teammates sorry that I'll be on the team with them. (Out of My Mind, Chapter 21, p. 190)

The quotation above shows the readers that Melody tried not to kick and drip in front of her teammates. She does not want to show them that she is very happy as a part of the team. She knows that there are some of the teammates do not fell happy with her join in that team. This is the reason why she acts calmly even though the reality contradicts with her feelings.

"I squeeze my eyes shut. Stupid elevator music float from the tiny airport speakers. I hear no beautifull color. I smell no lovely aromas. All I can see is the darkness behind my eye balls. (Out of My Mind, Chapter 28, p. 258)

The quotation above shows the readers that Melody tried not to squeeze her eyes shut. She does not want her parents see her crying because of her deep sadness.

When she rolled that red suitcase into the kitchen, I looked at her, then looked away. I refused to cry any more. ... I kicked my legs in response, but only a little. I didn't want to upset her even more. (Out of My Mind, Chapter 30, p. 271-274)

The quotation above shows the readers that Melody refused to cry. She does not want her parents get angrier with her. She didn't want to upset her mother even more. She can behave well based on social and moral norm.

CONCLUSION AND SUGGESTION

Conclusion

In this chapter, the writer would like to conclude after having analysis from psychology through the character of Melody in the novel "Out of My Mind", based on the problem of the statements, as follows:

1. Melody has three characters in the novel "Out of My Mind". They are Id, Ego, and Superego.
 - Melody, a handicapped girl, sometime acts and behaves like a normal kid. He needs to cry, to screech, to get angry, and other human natural attitudes. It is normally happened because she is still baby.
 - In her daily life as a girl who suffers from abnormal physical movement, he acts like a crazy person. She kicks, she screech, she gets mad with her parents and her surroundings which

make other people get annoyed by what she is doing. But, as a handicapped girl, she just wants to say something which is very important for other people to know. But the people surrounding her sometimes do not get what she is trying to tell them because they do not understand how to know Melody's mind and they are not accustomed to get along with melody well.

- As time goes by, Melody knows how to control her behaviors by behaving as a good kid and keep her anger inside of her because she does not want her parents get angry with her. She sometimes hides her sadness in order to show to other people that she is a strong girl.

Suggestion

There are still many aspects of novel "Out of Mind" which are still not discussed yet. They can be other researchers' topic to be conducted in the incoming research. One of the aspect is the language use in that novel. The linguistic aspect can be a new topic to be conducted. The researcher hopes this research can be useful for students, teachers, lecturers, and public readers for their understanding about psychological aspects of characters especially main character of a novel they read. This research can also be used as a reference for incoming researchers who want to analyze this novel in other aspects such as linguistics and sociolinguistic aspects.

REFERENCES:

- Alwisol, 2005. *Psikologi Kepribadian*. Malang: UMM Press.
- Candrapedia, Radha. 2013. *Psikologi Kepribadian Dan Teori Kepribadian*. Makalah pada Tugas UNM. Manado
- Draper, Sharon M. 2010. *Out of My Mind*. Atheneum Books for Young Readers – Simon & Schuster, Inc. New York.
- Denzin, N., & Lincoln, Y. 2005. *Handbook of Qualitative Research* (3rd ed.). Thousand Oaks, CA: Sage.
- Freud, S. (1920). *Manifest Dream Content and Latent Dream Thought*. New York. Boni & Liveright. A General Introduction to Psychoanalysis.
- Freud, S. (1923) *The Ego and the Id*. London: The Hogarth Press Ltd.
- Gerungan. 2004. *Psikologi Sosial*. Bandung: PT. Refika Aditama.

- Hawthorne G. 2008. *Perceived social isolation in a community sample: its prevalence and correlates with aspects of peoples' lives*. EJournal. Vol.140- 50. Epub 2007 Nov 9.
- Hornby, A, S. 2000. *Oxford Advanced Learner's Dictionary*. Oxford University Press. London.
- Merriam-Webster's Collegiate Dictionary* (10th ed). 2002. Springfield. Massachusetts: Merriam-Webster.
- Parkisnton, Mark. 2004. *Memahami Kuesioner Kepribadian* (Terj, Lili Nurilia). Solo: PT. Tiga Serangkai Pustaka Mandiri.
- Leo Tosltoy, 2013. *Anna Karenina*. Yogyakarta: Gradien Mediatama.
- Semi, M. Atar. 1988. *Anatomi Sastra*. Padang: Angkasa Raya.
- Semi, M. Atar. 2013. *Kritik Sastra*. Bandung: CV angkasa.
- Semiun, Yustinus. 2006. *Teori Kepribadian dan Terapi Psikoanalitik Freud*. Yogyakarta: Kanisius.

Representation of Betawi Ethnic Identity on Bens Radio

Rifki Rafid Nugraha

Nathalia Perdhani Soemantri

Pancasila University

✉ nperdhani@gmail.com

ABSTRACT

As one of the most popular Radio with ethnic base, Bens Radio shows interesting illustration on how Betawi identity ethnic are represented through media. The concept of ethnic identity of Fredrik Barth (1997) explains how societies of different ethnicities and cultures interact. Barth sees differences in the identity of different cultures as not limiting communication with the public (1997:13). Such diversity of identity makes the individual aware of limits and knows how to highlight his identity. This research uses qualitative approach method. Data collection techniques used are interviews, observation, and documentation. The result of the research shows that Bens radio represents Modern Betawi ethnic, meaning Betawi society with broad insight, caring about education unlike the ancient Betawi people who used muscle. The language or dialect used by Bens radio is central Betawi. Bens radio proves by maintaining Betawi language or dialect as its trademark is still acceptable to the audience.

Keywords : Ethnic Identity, Representation, Betawi

INTRODUCTION

Cultural identity is formed through the cultural structure of a society. In the process of communication, it gives the identity of one's personal sense and characteristic of a culture behind it. Cultural identity is a characteristic shown by a person or group of people because it is a member of a particular ethnic group. This includes learning about acceptance of tradition, innate nature, language, religion, descendant of the culture (Liliweri, 2004: 87).

Speaking of cultural identity we also discuss ethnic identity. Ethnic identity as a person's identity or sense of self as a member of an ethnic group includes thinking, perception, and feelings that a person feels

as a part of a group. The intended group is a society that has a culture (Phinney, 2003). Identity not only attributes visible but is inherent to individuals' perception or mindset demonstrating identity has deep coverage.

Barth expressed his opinion on ethnic identity in the process of interaction or communication between people. Ethnic groups that share a common characteristic: the ability to share the same cultural traits (Barth, 1997:9). This characteristic is very important or primary in social communication or interaction. Social interaction with cultural distinctiveness background is not only happening in everyday communication alone but also occurs in the realm of media. The media can lead to depictions that are less or far from the reality. This is due to the thoughts of media players and the economic and political needs of the media owners. These thoughts are in the content that is disseminated to the public (Sobur, 2009: 67).

One media that is consistent in the introduction of local culture is Bens radio, a local radio that introduces Betawi culture and has been established since 1990 (Bensradio.com). Starting from the language used by the announcer, the programs and tagline are "*Betawi Punye Gaye*", showing the seriousness of this media in recognizing the Betawi culture. They are able to become a media that represents Betawi ethnicity accompanied by programs that entertain, educate and provide information to the people of Jakarta and its surroundings. Bens radio has become the most local radio listened to by many people for 7 consecutive years (Nielsen, 2008).

From the description of the background, the purpose of this research is to find out what representation of Betawi ethnic identity is presented by Bens Radio. In addition, researchers are interested in seeing whether Bens Radio represents Betawi ethnic culture in each program both in the type of program and the language used, including the dialect.

LITERATURE REVIEW

Ethnic Identity

Fredrik Barth (1997:9) expressed his opinion on how ethnic groups interact with each other and can survive in the social system when interacting with other groups. Barth (1997: 15) revealed several things about ethnic identity as follows:

- a. Cultural boundaries can be maintained even if it has interaction with other different culture.

Barth found that individuals or groups mingled with other cultures, does not eliminate the culture, but surprisingly it can even clarify cultural boundaries.

- b. The characteristics of each group are not determined by the absence of interaction.

Interaction raises the hall mark of every culture of the individuals involved. Barth adds the importance of a theoretical approach in addition to an empirical approach. This approach is able to explain how important ethnic groups are in a social interaction, in which there are many cultures. This approach describes how ethnic group form their characteristic that is determined by the group it self and makes the formation of patterns of interaction among itself (Barth, 1997:15).

Barth observes factors that influence the formation of these ethnic groups. Not only in terms of ethnic formation but in terms of ethnicity it is sustained in social interaction (Barth, 1997:19). The ethnic group is a cultural unit, because the group has its own characteristics. This characteristic is very important or important in communicating or social interaction, the group has similarities in characteristics, namely the ability to share the same cultural characteristics. The explanation confirms that Barth supports social interactions that involve many individuals from various cultures, he explained if the interaction would not change a culture (Barth, 1997:22).

Narrol (1964) as quoted by Barth (1997: 11) describes the term ethnic group as follows:

- a) Biologically breed and survive.
- b) Have the same cultural values and are aware of togetherness.
- c) Establish its own network of communication and interaction.
- d) Forming his own characteristics.

Barth limits his observations to the boundaries of a group. This limitation arises when there is social interaction, where individuals from a culture meet with people from other cultures (Barth, 1997:28).

Media Representation

Stuart Hall (1997:25) defines representation as an essential part of the process of forming and exchanging messages between

cultural communities. He added that the process of representation are representations derived from the assessment that is in our head as an abstract because it has not been channeled or clearly described. Both what is in our heads must be well translated so that people around us know it. This can be translated through language in the form of symbols, pictures, writing, verbal and even information that is included in a media channeling information (Ibrahim & Achmad, 2014: 16).

Representation works on the relationship of signs and meanings, the concept of representation can change and there is always a new meaning that accompanies it. Representation changes because meaning changes, every time there is a negotiation process in the process of meaning that is done by individuals. What they see and what they mean, the meaning of an individual with other individuals is very different. Hall argues that representation must be understood through the public view that consumes it because society is judged to possess high creativity and imagination in interpreting something (Hall, 1997: 10).

The focus of a representation is culture, it can be said that culture is usually the main goal in terms of representation. In his book Hall says "Culture is the way we make sense of, give meaning to the world", he said that culture consists of several meaning maps, this meaning arises from the habits of a person or group of people who have a different mindset and habits. The meaning will arise again if a group of people who have different backgrounds meet at one point so that it raises an ambiguity (confusion). Ambiguity makes a group of people need to be searching for the meaning to be an object that is being discussed so that the final result that emerged is referred to as a representation (Hall, 1997: 18).

The origin of a representation is a mapping that is done to assess an object before us. A simple example is that someone will be said to be the same as the others if he is able to share the same life experience, has a code that shows he is from the same culture. This code will determine where the person came from and have a picture of what he is in the eyes of the public or his interlocutors (Hall, 1997: 18).

The term then becomes an important element when we exchange information and thoughts. With language we can represent clearly how to view or assess the world and objects that are seen. Hall explains that it includes oral language, symbols, text, images and so forth. If it is not there then representation will be an object that has no meaning.

Language will give rise to an image that can be received by the person we are talking to so that they can know how our representation will be an object being observed (Hall, 1997:20).

RESEARCH METHOD

Paradigm is a general drafting framework for theory and research that includes basic assumptions, core issues, models of quality research, and methods to guarantee a question (Neuman, 2013:108). In this study, researchers used an interpretive paradigm that is expected to interpret how identity is represented by Bens Radio through their activities and programs.

The approach of this research is qualitative that aims to explain the phenomenon through deep data collection. Qualitative research is also an activity that is conducted to be positioned directly on the ground, analyzed the data into a representation, photos, recordings, and personal notes (Creswell 2001:56). The type of this research is descriptive which tried to provide an overview and explanation of the phenomenon that is happening. This is consistent with Neuman's (2013:157) statement that descriptive research aims is to explain the phenomena that occur and try to explain how phenomena and symptoms of such phenomena can appear.

Data collection techniques in this research is by interview, observation and documentation. The informant who was chosen to be the source of the research was, first, Bang Ali, as the producer of the radio program called rhyming *Ceplas Ceplos*. The second informant was Mpok Puspa, she was a broadcaster at Bens Radio since 2007, she became a broadcaster on the *Temenan* program. The third form is Bang Andi Sueb, the announcer and chairman of the Benjamin Fans club, one of the true listeners' communities of programs at Bens Radio.

RESULT AND DISCUSSION

History and Overview of Bens Radio

Bens Radio was born on March 5, 1990 under the auspices of PT. Radio Bergaya Nyanyian Sehati. Its main objective is focused as an early conservationist and development of Betawi culture (www.Bensradio.co.id). They carried the tagline "Betawi Punye Gaye, Selera Siapa Aje".



Figure 1 Bens Radio Logo

(Source:Google, accessed on Thursday, December 21, 2017.Keyword: Bens radio logo)

Bens Radio can be listened to at a frequency wave of 106.2 MHz. The radio was founded by famous Betawi artists namely H. Benyamin Sueb who has a vision and mission to develop Betawi culture and entertain all the diverse citizens of Jakarta (www.Bensradio.co.id).

Representation of Betawi Ethnic Identities in Bens Radio

Bens Radio presents a completely thick Betawi nuance in all its elements. Here are the typical Betawi elements that are characteristic of Bens Radio:

a. Bens Radio using Betawi language and dialect.

Typical Betawi languages and dialects are used in every program broadcast on Bens Radio. The use of Indonesian is occasionally still used but the main language used remains the Betawi language and dialect. Betawi language itself has a variety of dialects, namely Betawi suburbs and central Betawi. Suburbs Betawi has the characteristics of a more straight forward language, with almost all word ending with “e” vowels and high pitch and intonation. Betawi suburbs is identically used by the Betawi people with a low level of education. The central Betawi intonation dialect is not always high and not all words end with the “e” vowel. People who use the Central Betawi dialect also tend to be considered more educated. In addition, as revealed by informant 3, Bens Radio is a representation of Benyamin Sueb who also uses his central Betawi dialect in his daily life to make the reason why almost all broadcasts use the central Betawi dialect.

This are the explanation from informant regarding the language used in Bens Radio broadcasts:

“...*Sebenernye* Bens ini lebih ngambil bahasanya ke tengah, yang mana gitu, kesana dapet kesini dapet”

The statement was strengthened by the statement from the other informant as follows:

“...Kalo bahasa babeh Benyamin ya betawi tengah, daerah Kemayoran *sampe* dengan kaya rumah *gue* tuh Guntur masih tengah, *kemariin* Kuningan, beda. ”Eh *gile* banyak *tetangge*” pakenye e bener”.

Betawi typical greetings such as *Ncang*, *Ncing*, *Nyak*, *Babe*, *Mpok*, *Abang* and *None*, also used in this radio broadcast.

b. Bens Radio announcer uses typical Betawi clothes.

From the observations, researchers also found that the representation of Betawi ethnic identity in Bens Radio was seen through the clothes used by the announcer. They use Betawi clothing when broadcasting. Although not always in every broadcast, but there is a weekly event program Bens Radio dressed in Betawi. Male broadcasters usually wear clothes called *sadariah* or the common designation for the general public is *koko* clothes and *komprang* pants. The accessories used in the form of *sarung* tied around the waist, using a green belt and use a cap or *kopyah* with red or black color.

c. Bens Radio Office has Betawi traditional house.

If we come to Bens Radio's office, we will find a typical Betawi culture that is seen not only from the form of the house but the decoration of the room which is also thick with the Betawi culture. From the observations, researchers found that inside the Bens Radio office complex there was a building which was a Betawi traditional house known as the *Kebaya* house. One characteristic of this house is the shape of a roof that resembles a saddle that is folded and when viewed from the side, the folds look like folds of *kebaya*. In addition there are also Betawi-style furniture such as teak chairs, round tables, chandeliers, stage house paint in yellow and green and equipped with some memorabilia from Benyamin Sueb.

d. Betawi program and naming at Bens Radio.

Another unique thing found in Bens Radio can be seen from the naming of their program which mostly uses abbreviations and Betawi languages. In addition there are also typical Betawi program programs which are routinely broadcast both daily and weekly programs. The following is a description of some program names that use Betawi abbreviations and terms:

Daily Events Program			
No.	EventsProgram Name	Day and Broadcast Hours	Event Description
1.	<i>Begaya (Betawi Punya Gaye)</i>	Monday Friday 06.00 - 10.00	a.Play international and national songs b.Discuss interesting info about movies and life styles as well as up to date news, clock traffic info with the term “ngeker”
2.	Temenan (Tembang Temenin Teman)	Monday Friday 10.00 - 13.00	Broadcasting Indonesian pop songs interspersed with varied information.Invite several art figures and musicians as resource persons and can directly interact with listeners.
3.	Pantun CeplasCeplos	Monday-Friday 13.00 - 16.00	Broadcast dangdut music.The event was opened and closed with a Betawi-style pantun, and invited listeners to reflect on their interactions.
4	Betawi (Bebas Ketawa Ketiwi)	Monday Friday 16.00 - 20.00	Broadcast songs with the latest from various genres but are still delivered using the Betawi language of Central dialect.
5.	Ngeronda	Monday Friday 23.00 - 02.00	Broadcast the dangdut and koplo genre songs that are reserved for listeners who work at night or overtime.

Weekly Event Program			
No.	Program Program Name	Day and broadcast time	Event Description
1.	Sohibul Hikayat	Thursday 20.00 - 23.00	This event presents stories of ancient Betawi champions in the middle of the communityandinterspersed with gambus music.
2.	Asal Goblek (Boleh di denger boleh di ledek)	Friday 20.00 - 23.00	Presentinggambang kromong songs especially from Babeh Benyamin Sueb.

e. **Bens Radio represents Modern Betawi**

Bens Radio strives to represent Betawi in Now era that is contemporary and modern, this allows Betawi identity to be more acceptable to the public or listeners from Bens radio. As the informant said about the identity presented by Bens Radio:

“...jangan bangga jadi betawi tengah tapi *lo ga mau* belajar. Banggalah jadi Betawi yang bisa jadi mahasiswa, berawasan luas. Jadi yang dibilang Betawi now, anak-anak Betawi yang tetep mempertahankan adat nya tapi dia tetep *ngikutin* perkembangan.”

From the interviews we can conclude that the Bens Radio emphasized the importance of education for young people, especially Betawi people that representation Betawi identity synonymous with learned societies but can still maintain customs and culture. The third format adds that modern Betawi no longer uses muscle, but uses brain. This shows that there is a magnification in the Betawi identity which in the past was synonymous with champions who emphasized muscle strength rather than brain intelligence.

“... Betawi jaman dulu kan *pake* otot, kalo sekarang *pake* otak. Engga asal main sikat *kite* pikirin dulu *kebelakangnye* begimana. Kedepannya nanti *begimana*, jadi itulah udah modern”

Betawi represented by Bens Radio hopes that Betawi culture can live in accordance with the development of a more modern, flexible era but still uphold the values of Betawi culture such as the use of languages and dialects, traditional clothing and arts.

f. **Ethnic Endurance in Barth's view**

As mentioned earlier in the concept, Barth (1997:15) asserts that cultural leaders can be maintained even if it mixed among another cultural society. Individual or group that mingle with other cultures do not eliminate the culture but can clarify the boundaries of culture. This is consistent with the phenomenon of research showing that Bens Radio can maintain their cultural existence for more than 26 years. While Radio with other ethnic bases has been eroded by modernization, Bens Radio can prove that its ethnic resistance.

Another thing that is proven in accordance with the concept put forward by Barth is that the characteristics of each group are not determined by the absence of interaction because precisely the

presence of the characteristics of each culture arises from the individuals involved (1997:15). Bens radio is present as a media that uses elements to Betawi or uses Betawi identities in each program, the languages and dialects used in each program use Betawi elements. Bens radio as a mass media has interacted between ethnicity and culture but this does not make radio Bens limited in disseminating information and interacting with audiences. They retain the language and dialect to establish communication with the audience and make the audience know how the ease in the Betawi ethnic characteristic. Barth emphasized that if a community group conducts social interactions involving many individuals from various ethnicities, it will not change a culture (Barth, 1997: 22)

Characteristics of ethnic groups as stated by Narrol (1964) as quoted by Barth (1997: 11) also illustrated from the findings in this study as follows:

a) Biologically breed and survive.

Bens radio as medium build Betawi identity and made some progress. Based on the results of interviews and findings, this radio has developed as a media that presents a Betawi identity and culture since the late 90s, where Benyamin as an artist and founder of this radio poured his thoughts through broadcast. Until Benyamin died, his thoughts and visions continued to be run by his children through radio Bens. The media survives amid competition, where other radios have left culture and tried to be more modern.

b) Have the same cultural values and be aware of togetherness

Bens Radio is considered to be a medium to facilitate an all responsible activity and development of ethnic Betawi. Radio Bens is expected to be a medium that can accommodate and presents the need for the existence of Betawi culture. This radio is formed by a sense of togetherness among ethnic groups, especially Betawi ethnicity.

c) Establish its own network of communication and interaction.

Every ethnic group needs a communication network that can fulfill the need to interact. Interaction that is intended is the existence of communication between individuals who have the same cultural values. The aim is that the delivery of information and messages can

be conveyed with right. Bens radio is present as the main medium as a communication network between fellow ethnic Betawi.

d) Forming his own characteristics

Radio Bens is a form of Betawi ethnic representation or description, they formed characteristic by itself. The characteristic that is being made by this media is Modern Betawi, where this ethnic group cares about the progress of the times and wants to learn and abandon its old habits. Another distinctive feature is the use of language and dialect which refers to Babeh Benjamin, the Betawi typical calls, clothes, traditional houses, to the naming of programs and broadcast content that is thick with Betawi culture.

CONCLUSION

As the results of this research about the representation of Betawi ethnic identity on Bens Radio we can draw conclusions that radio Bens represent modern Betawi identity but still does not eliminate the hallmark of Betawi culture. The shift of modern Betawi identity that is represented is Betawi people who are highly educated, speaks politely, not only relying on muscles but also the brain and using the Central Betawi language and dialect which are considered more reflective of contemporary Betawi.

Betawi ethnic identity is presented to all elements in Bens Radio, ranging from the language used by the announcer, traditional clothing, traditional houses, naming program programs to the content of the program. All these elements make a unity that is characteristic and prove that Bens radio can maintain Betawi ethnic identity in current media competition.

REFERENCES

- Barth, F. (1997). *Ethnic Groups and Boundaries*. Boston: Little, Brown and Company.
- Creswell, J. W. (2013). *Penelitian Kualitatif & Desain Riset Memilih Diantara Lima Pendekatan*. Yogyakarta: Pustaka Pelajar.
- Hall, S. Paul D. G. (1997). *Cultural Identity*. London: Sage Publications.
- Hall, Stuart. (1997). *Representation: Cultural Representations and Signifying Practices*. London: Sage Publications.
- Ibrahim, I. S. Bachruddin, A. A. (2014). *Komunikasi dan Komodifikasi*. Yayasan Pustaka Obor Indonesia.

- Liliweri, A. (2002). *Makna Budaya dalam Komunikasi Antar Budaya*. Yogyakarta: LKis
- Neuman, L. W. (2013). *Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif Edisi 7*. Jakarta: Indeks.
- Sobur, A. (2009). *Analisis Teks Media*. Bandung. Remaja Rosdakarya.
- Sherry, S. Yu. 2016. Ethnic Media as Communities of Practice : The Cultural and Institutional Identities. *Departement of journalism, School of media and Communication*. Nomor 1-18.
- Sugiharto, R. A. (2014). Representasi Kesenian Tradisi Lenong Betawi pada Tayangan Drama Komedi Ngelenong Yuk di Trans Tv. *Jurnal Komunikasi*. Volume 5, nomor 2.

www.bensradio.com

Communications Pattern in Wisata Bahari Terpadu Program (Case Study Pattern and Dyanmic Communications in Wisata Bahari Terpadu Program at Samas Beach, Bantul, Yogyakarta Province)

Ade Putranto Prasetyo Wijiharto Tunggal
Raditia Yudistira Sujanto
Hari Akbar Sugiantoro
Aisiyiah University of Yogyakarta
✉ ade.putra.tunggali@unisayogya.ac.id

ABSTRACT

As a policy, "Program Wisata Bahari Terpadu" in the Coastal of South Beach, in Bantul, Daerah Istimewa Yogyakarta, need to be disseminate to get community support for the success of the implementation of the program. The strategy used by the Bantul local government is to involve all stakeholders in the communication process, mediated by Working Team of Wisata Bahari Terpadu Program. Using the case study method, this study was able to explore the patterns of communication between those actors whom involved in the communications process and create the dynamics of communications. The result showed that during the communications process. First, each actor's carry their own interest and motives, which is cultural, economic, social, environmental context. These motives affect their attitudes towards the Wisata Bahari Terpadu program. Second, dialogical approach taken by government, effective to make new pattern to accommodate the various interest of both parties, achieving the best solutions for all parties involved.

Keywords: Patttern and Dyanmic Communications, Communication for Development, Wisata Bahari Terpadu Program

INTRODUCTION

The local goverment of Bantul, sees the potential of conservation area for a tour as one of the promising industries, which can escalate their prosperity, especially for those whom lived in coastal area, including in the South Coast of Java Island. Since 2014, Bantul area, especialy in Kuaru, Pandansimo, Glagah and partly of Depok beach,

has become a part of center for embryo Wisata Bahari Terpadu program in Yogyakarta. However, since 2016, the center of activities which is known become a part for Samas beach society. In 2017, management problems not just affect local communities but also the development program in several beach areas (Samas beach), correlation with environmental issues. From the study doing by the Environmental Agency of Bantul, the program has caused a serious damage to the environment, such as decay on conservation breeding of sea turtles, ground water contamination, shrimp farming, decay of conservation zone of *petilasan* Hamengkubuwono VII, etc.

To solving the problems, a local government of Bantul, establish a policy of Wisata Bahari Terpadu (WBT) which its objectives was to relocate the illegal shrimp farming to determined location. Most people, especially the farmers, refuse the program. Some of them claim, *kekancingan* letter from Sultan, gave them permission to use and utilize the land, even if it lay on a conservation zone area. Some rejected the program based on assumption, that the Bantul Government has discriminated them, since the implementation of the program only focus on their marginalized area, while other unlicensed farmer in other location freely to keep doing their activities. In addition, the government also accused them same as a criminals, not as a victims of the centralized development model which bring the economic and social gap between rural and urban.

The opposition from the local people to the program, brought conclusion that local government had to change their ways of disseminate, with more humanistic and preventive strategies, also respect the norms and values that people adopted. Working Team of Wisata Bahari Terpadu Program (WBTP) formed by the government in 2017, is tasked to persuade the local communities by several specific approach to specific target area, named it spiritual approach, benefit of the policy approach, and *kekancingan* approach. These strategy believed can closed the (power) gap between the government and local communities. Assumed by if the team treated the local communities as a equal partners in the communication process, the negotiated process can bring out the best solution for the both parties.

The strategy used by team Wisata Bahari Terpadu is unusual, mostly of the government officer prefer the top-down communication style rather than bottom-up development planning approach

doing by the team. The bottom-up approach, give an access to local communities to involve in decision or implementation stage of public policy. On the other hand, this approach can created out of the tensions between dominant actors' interests and resistance to these policy. This study try to explore the interactions between those actors during the communication process. Based on that idea, the research problem of this research is "How is the dynamics and paterrn of communication between the actors involved on Wisata Bahari in Bantul."

LITERATURE REVIEW

A. *The Dynamics of Communication: A Communication Models*

From their study on the dynamics of communication in emergency management, Dunn *et al* (2002) conclude that this approach able to describe the interaction that occur in the communication process in an organization or group to gain a feedback from the target audience. This research used a dynamic communications model, where receiver and sender can play the same roles simultaneously, emphasis on two-ways process, as well as the feedback process. A dynamic communication combine the interaction and transaction model. The fundamental element for this process include all basic communication elements, such resources, messages, media, recipients and mostly feedback.

Liliweri (2011) uses a dynamic communications model to explore the messages transmitted in a communication process, meaning that the focus of this model is the 'receiver', based on interactive "action-reaction" perspective. In addition of interactional, communication process also work in transactional way, focus on 'meaning' that exchanged. So this model also centered on the receiver (Masterson, 1989). The process said to be dynamic when communicant able to respond the intention and purpose of communicators simultaneously.

B. *Communication in Development Context*

The communication for development studies appears in the 1960s, specialized on the implementation for development program or public policy (Nasution, 2012). Querbel (2006) and Currin (2002) stated, that the communication for development can be defined as the art and science of human communication applied to the state or society to accelerate the countries with poverty to countries with dynamics growth, which allows the social equality and improve the quality of well-beings.

According Srampickal (2006), the development of communication purposes is to inform, educate, enlightenment, and building awareness of the community, so they can make decisions related to their life. The essence of this communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned. From the communication process, this communication model can be seen as all efforts, and technical means of delivering ideas and skills from decision maker to community, so they can understand, accept and participate in sustainable development program. This communication using the development paradigm, which is people-centered paradigm. Thus, the idea of the development of communication must be accompanied by their active participation, full of initiative and innovation from the community itself.

The strategy will have positive impact if the purpose of the development program can be achieved and change of the target audience behavior. According Hubies et al (1995) the objective of this model can be characterized as the emergence of public awareness to understand the benefits of innovation, the development of concrete actions where community is willing to adopt such innovation and the emergence of qualified human resources as due to the adoption of innovation.

This study lay on the participate approach used by the government to accommodate the stakeholder perspective and opinions about program, known as community/ stakeholder engagement. The practice of this model based on communication processes which is central to broader empowerment practices through which people are able to arrive at their own understanding of issues, to consider and discuss ideas, to negotiate, and to engage in public debates at community and national levels. The progress for each stage on public participation can be evaluated using the spectrum of community engagement developed by The International Association of Public Participation (IAP2) (fig.1). The community engagement can also be used to build a public confidence of government and encourage the public participation in the decision process of policy or program development affecting their life.



Figure 1. IAP2 Public Participation Spectrum (sumber: www.iap2.org.au)

The engagement concept in this study, focus on the interaction between local governments of Bantul, facilitated by the Wisata Bahari Terpadu, with the stakeholder of the community. Using this perspective, the message transmitted along a communication process, is related with the translocation program, which have impact for local communities especially the shrimp farmer. The complexity of the communities, became a barrier for the Wisata Bahari Terpadu to develop a mechanism and framework to mediate the dynamics of the issues and motives from different stakeholder, without causing a potential conflict between those.

C. The Concept of Wisata Bahari Terpadu Program

The wisata bahari terpadu program conducted by the local government of Bantul has a mission to save the conservation zone, using a two concept of development. This was the main message delivered by the team to the target communities during the communication process.

1. Ecotourism shrimp farming concept. This concept intended to transform Samus Beach as a tourist destination under the name Srigading Beach. The idea is to empower coastal communities to be independently able to improve their welfare. The local communities mandated to manage the beach area, supervised by the district governments of Sanden.
2. Edu-farming concept. As the first concept, the idea of this project was to empower communities lived in the coastal areas, by developing the education and innovation shrimp farming facilities. This area will be an incubator to introduce and develop a new idea on shrimp farming, so all the farmer can learn and adopt the new innovation to improve the quality and quantity of their products.

RESEARCH METHODOLOGY

Using a case study method, this study is used to capture the phenomenon of the pattern and dynamics of communication during the communication process of translocation program in Bantul region. Research location selected using the purposive techniques or intended chosen by the researcher for the specific reason. The study conducted in Sanden, Bantul Region, in Yogyakarta province. Sanden was one of the target location for the implementation of the dissemination program, so it will give a better representation of pattern and dynamics of

communication that occurs between team and stakeholders. Data was collected using by the observation method, in-depth interviews with the key informant, and focus group discussion. And will be analyzed using the descriptive analysis techniques, which includes three phases, capture the phenomenon, data processing and data categorizing.

RESULT & DISCUSSION

A. *Actors*

The main communicators in the communication process of delivering message about a Wisata Bahari Terpadu program. In addition, there is a several actors who also played a important role during the communication process. First actors identified was Asosiasi Petambak Udang Yogyakarta (APAYO). This association facilitate the farmers to get a licensed from the local authorities to operate the shrimp farm. In ecotourism shrimp farming concept, APAYO role was as mediator between the team with a legal farmer. Second actor identified was Asosiasi Petambak Pantai Samas (AMPAS), which is an organization of shrimp farmer who lived in Srigading Village, Sanden. Most members of AMPAS was the owner of *kekancingan* letter, so AMPAS become one most important stakeholders in translocation program.

Third actors, the non-governmental organization (NGOs) Kawulo Bantul, has a significant role in the environmental issues of the destruction of conservation zone area and ecosystem along the South Beach. The NGOs also focus on efforts to empower the coastal communities to conduct their activities oriented to the environmental context. These NGOs can be a important for the sustainability of the program, as long as the local government of Bantul still prioritize environmental aspects as their main focus on coastal development program. Fourth actors was shrimps farmers from Srigading village and Wonoroto, they are the first initiators of illegal farming in Bantul area. Their funding is obtained by the holding investors or owners of capital.

The last actors identified is Panghageng Panitikismo, an organization belongs to Ngayogyakarta Palace, which have a specific roles with the legality and the rights to manage the Sultan Ground (SG) and Pakualaman Ground (PG). Consider lots of the member of communities claim have *kekancingan* letter, Panghageng Panitikisimo

role on the Wisata Bahari Terpadu program cannot be ignored. Panghegang Panitikismo plays an important role in mediating WTTP with the *kekancingan* owner, in terms providing a better understanding about the usability and functionality of *kekancingan*.

B. *The Dynamics of Communication of Wisata Bahari Terpadu Program in Srigading Village*

Most resident in Srigading village work as farmers and fishermen, and some of them depend on the activities of shrimp farm. This village became one of the favorite locations for the shrimp farmer for the other area. Communication process of ecotourism shrimp in Wisata Bahari Terpadu program in the village Srigading, generate three agreements, 1) the use and provision of centralized land and does not interfere with land crops, with the standardization of wastewater treatment rebuilt itself, 2) the development of creative industries and 3) the new location will be managed by communities. The dynamics of communication that occurred in the village Srigading can be seen by mapping the actors involved, motivation, and compensation expected from their PTTU.

1. Local Villagers of Srigading in opposite position either with the team or PTTU plan. The residents felt aggrieved with the establishment of illegal shrimp farms that do not pay attention to the needs of citizens of a healthy environment. They feared that the translocation program would give the same environmental impact as the previous pond activities.
2. Local farmers in opposite position with AMPAS and team, due their wish to establish the shrimp farmer near the coastal lands that are considered productive. They feared it will damage the coastal plants as the illegal does.
3. *Kekancingan* holder and AMPAS, accept the program by condition. *Kekancingan* holder asked for the compensation determined by them and not by the local government. While AMPAS agree if its management is under AMPAS supervision, whom claim already conduct an eco-shrimp farming before the translocation programs.
4. NGOs Kawulo Bantul in opposite position with AMPAS and *kekancingan* holder. They refused if AMPAS or *kekancingan* holder will supervising the new shrimp farming. They prefer if the new location is handled by the native villagers of Srigading under the supervision of local government.

5. Penghageng Panitikisimo tends to support Wisata Bahari Terpadu. Arguing that the new location of the shrimp farms has been chosen specifically based on the RTRW Bantul. Additionally, the translocation program will give the benefits for all communities, especially because the local people never has a chance or freedom to manage the resources they have.

C. *The Dynamics of Communication of Wisata Bahari Terpadu Program in Wonoroto Village*

Mostly, the residents on this village obedient to Islam Kejawen. With this background, team use a spiritual-cultural approach, to persuade the community to take part in the communication process. As in the Srigading, the pattern and dynamics of communication in this village can be viewed by mapping the actors involved, motivation, and compensation expected from the Wisata Bahari Terpadu program.

1. *Kekancingan* holder and “investing” shrimp farmers in opposition with WTTP and Penghageng Panitikisimo, argued that the distribution of the shrimp farm still unclear. Besides, if the new farm is under the village supervision, they feared if the village official will discriminating them and tend to favor the native farmer. They also feel threatened by the assets that will be lost, while the given compensation are not worthy compare by their lost.
2. APAYO in opposition with *kekancingan* holders who do not obey the words of Sri Sultan Hamengkubawono X and tend to support the team by pushing the government to implement the translocation program immediately.
3. The investors of shrimp farms tend to be an observer, argued that the program still profitable to them, even if the farm will be relocated to other sites. But, they demand a clarity about the management system of translocation program.
4. Penghageng Panitikisimo tends to support Wisata Bahari Terpadu program. Arguing that the new location of the shrimp farms has been chosen specifically based on the RT-RW Bantul.

D. *The Dynamics of Communication of Translocation Program in Ngepet Village*

The mechanism used in this village is open discussion which involving (almost) all stakeholders (actors) in the translocation program. The dynamics of what happens is as following.

1. DKP Bantul, Penghageng Panitikismo support the team to disseminate the program and opposite with the investment farmers or the *kekancingan* holder because their still asking about the compensation, while they know that the land their used not belong to them.
2. *Kekancingan* holder reject the program, but willing to negotiate with Penghageng Panitikismo and team, asking to treated preferentially by the government, by giving them a land on the Wisata Bahari Terpadu program.
3. Investors of the shrimp farms appealed a farmers whom worked with, to accept the translocation program. However, investors are demanding to be the third party of the program, and propose a new contract so that they can keep their business in the new shrimp farming and eco-turism program.
4. Shrimp farmers with investment asking DKP of Bantul District to postpone the program, arguing that they still have obligation to return the fund to the investors. They ask more time to the government, at least twice a harvesting time, so they won't suffer the lost.
5. Team of Wisata Bahari Terpadu reject the investment farmers request, and provide solutions, giving them opportunities to pay the obligation by farming in the new area, by condition they agreed with the land exchange scheme provided by the government.
6. The villagers agreed by condition, the government will form the communities association to manage the new shrimp and ecoturism area, argued they have a better understanding about the environment chosen for the Wisata Bahari Terpadu program.

E. *The Pattern and Dynamics of Communication of Wisata Bahari Terpadu Program*

From the of the identification actors on Wisata Bahari Terpadu program, some findings clarified that the actors act based on their motives and preferences they have. In a participatory approach developed by team, the actor does not provide a significant impact of the quality nor quality of the policy. This became a challenge for local governments to empower the social capital of all stakeholders, so they will be able to defend the interests of the communities they represent. From the mapping, issues related to wisata bahari terpadu program gather in four main issues, namely:

1. The social aspect. The risk of social conflicts (land acquisition, as a result of the assets lost). The *kekancingan* holder demands could initiate the new kind of of discrimination, and potential to cause social ripple among the population.
2. The economic aspect. The *kekancingan* holder asking for compensation and given a land swap, while investors questioned the distribution of profits to the village and the shrimp farmers, because this buisness requires a substantial fund.
3. Environmental aspects. Pollution of the environment and the conservation of the southern coastal zone is a major concern, because shrimp farms only able to meet the needs on the one aspects, but sometimes negates the others. This was the main reason why the most villagers reject the program as same as the former illegal shrimps farms.
5. The political aspect. Exploitation issues for the interests of some parties, the uncertainty of the sustainability program (security of government assets, for example) if these issues played out when the program is running.

The combination of issues and actors, which influence their involvement in Wisata Bahari Terpadu program can be seen in Figure 2.

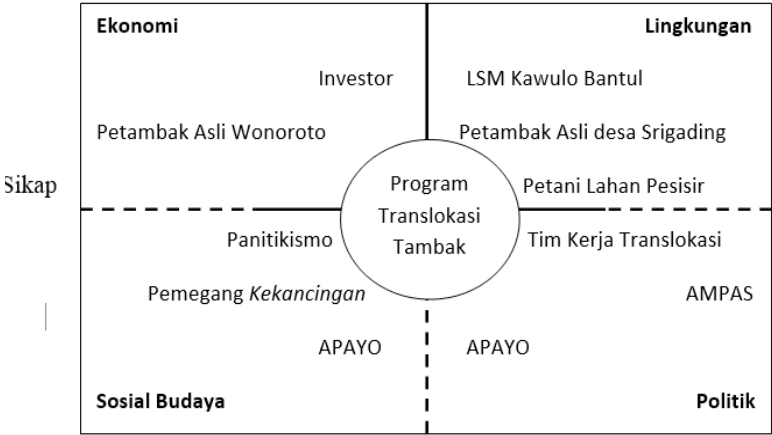


Figure 2. Degree of Involvement on the Translocation Program

As said by Sumodiningrat (1999), the public should be the drivers of economic development, the local community needs to be empower so they can identified their own problems, formulate their own problem

solving strategies and preserve the sustainability of the implemented programs. During the first phase to introduce the purposes and objectives of the Wisata Bahari Terpadu program, the team respect the stakeholders as an equal partners in the communication process. They no longer object of the policy, but become an subject of the development program. In this perspective, the stakeholder are given a role to fill the blind spot during the WBTP observation on the dialogue and interaction with the community.

Community-driven development model is not only based on the experience strategies and national development policies in the past, but also the experience of other developed countries which leads the reorientation and development shift paradigm of central economic (capital centered development) to humans as the main centers of development (people centered development). From that perspective, the stakeholders have a significant role in the translocation program as a driving force for the program to be implemented and adopted by the communities. However, their economic and political motives, causing dualism role of stakeholders, as an activator for the community to “feeling to have” and others become part of the program.

The success of the program, determined by the mechanism for the two-way flow of information, which seen during the open dialogue initiated by team of wisata bahari terpadu program. This mechanism proved effective for build the understanding of the perception, vision and mission related to the development programs, and develop a solution in an deliberate atmosphere were indeed become a culture of the nation. Meanwhile, the model of development centered on the human (people centered development) placed human as the initiator and the purpose of development itself. In this model, the development is considered more than just the result of economic growth.

As Korten (2001) stated, development is the process of members of a community to enhance the capacity of individuals and institutional, to mobilize and manage resources, to make improvements sustainable and equitable in the quality of life in accordance with their aspirations. If the development based on human, then the involvement of the stakeholders will be an absolute part.

CONCLUSION

The results of this study indicate that delivering a messages relating to policy (Wisata Bahari Terpadu program) is never easy, especially when these policies relate to the lives of a group of people. On the program, the barriers for conduct an effective disseminate program lays on, (1) a policy emerge after a problem arises, (2) distrust of government and their programs in terms of partisanship over the public interest, (3) the existence of groups that brought their own interests and issues on the communication process, (4) the government did not provide a media for them to speak-out their aspirations freely, other than an open discussion developed by WBTP, and (5) the actors involved in this program shows the degree of participation in the program is influenced by motivation and interest in the policy program.

Based on the attitudes and influence of the actors, there are several considerations that must be understood by local government districts of Bantul:

1. Actors in the community has an important role in determining the success of government programs. Some of them, speak on the behalf of community, while other have their own hidden agendas. Therefore, the government must provide an appropriate response to their hopes and expectations. Mapping the issues and stakeholders in the early stages of the socialization program thus becomes important part in planning the dissemination program.
2. The motivation of citizens to participate depends on the degree of influence and the commitment of the government which felt by residents. There are needs to be heard, and by hearing the public voice individually, will increase the chances of the success of the program.
3. One of the principles of communication of the development is to encourage citizen participation in any development program. Indicates that the approach that needs to be implemented no longer 'to inform' but 'to involved'.
4. The low level of citizen participation in the development process, inseparable from government's fault in the past, which often ignore the interests of its citizens. In addition, there is an assumption that the bureaucrats are often only give false promises that are difficult to be realized. A challenge for the government, not just 'listening'

and 'accommodating' the aspirations of citizens, but also try to find a solution for the benefit of both parties. Doing this also useful to build public confidence in the government in the future.

5. The existence of the actors who have played roles in determining the success of the program shows that there needs to be a dynamic partnership between the government and the actors in creating an ideal environment of communication between government and citizens.

REFERENCE

- Arifin, Anwar. 2011. *Komunikasi Politik di Indonesia*. Jakarta: Pustaka Indonesia.
- Barker L.L dan Gaut D.A. 1996. *Communication*. Seventh Edition. USA: Pearson
- Brent D. Ruben & Lea P. Stewart. 2006. *Communication and Human Behavior*. United States: Allyn and Bacon
- Cangara, Hafied. 2013. *Perencanaan dan Strategi Komunikasi*. Jakarta: Rajawali Pers
- Creswell J.W. 2013. *Research Design, Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar
- Dahuri, Rokhmin, et.al. 2004. *Pengelolaan Sumber Daya Wilayah Pesisir dan Lautan Secara Terpadu*. Jakarta: Pradnya Paramita
- Daymon, Christine. 2008. *Metode-Metode Riset Kualitatif dalam Public Relations dan Marketing Communications*. Yogyakarta: Bentang.
- Dunn, W. N., 2000. *Pengantar Analisis Kebijakan Publik (terjemahan/ penyunting Muhadjir Darwwin dkk)* Gadjah Mada University Press.
- Emzir, 2010. *Metodologi Penelitian Kualitatif: Analisis Data*. Jakarta : Raja Grafindo.
- Effendy, Onong Uchjana. 2008. *Dinamika Komunikasi*. Bandung : PT Remaja Rosdakarya
- Griffin, Em. 2012. *A First Look At Communication Theory*. New York: McGraw Hill Companies
- Glasson, J. 1974. *An Introduction to Regional Planning*. London: Hutchnison Educational
- Gudykunst, William B., Mody, Bella. 2002. *Handbook of International and Intercultural Communication* 2nd edition. California: Sage Publications

- Harun, H. Rochajat., Ardianto, Elvinaro. 2011. Komunikasi Pembangunan & Perubahan Sosial: Perspektif Dominan, Kaji Ulang dan Teori Kritis. Jakarta: Rajawali Pers
- Hardjowigeno, Sarwono dan Widiatmaka, 2007. Evaluasi Kesesuaian Lahan dan Perencanaan Tataguna Lahan. Yogyakarta: Gadjah Mada University Press.
- Howley, Kevin (ed). 2010. Understanding Community Media. New York: Sage Publications
- Jayadinata, Johara T. 1999. Tata Guna Tanah dalam Perencanaan Pedesaan, Perkotaan dan Wilayah. Bandung: Penerbit ITB
- John, L & Foss. K.A. 2005. Theoris of Human Coommunication (8th Ed). United States : Thomson & Wadsworth
- Kamus Besar Bahasa Indonesia, 1997. Jakarta: Balai Pustaka
- Keban J, Yeremias, 2000, Analisis Peran dalam Penentuan Alternatif Kebijakan Publik. MAP-UGM, Yogyakarta
- Keyton, Joann. 2006. Communication Research Asking Question. USA: McGrawHill.
- Korten, David C. 2001. Menuju Abad Ke-21: Tindakan Sukarela dan Agenda Global. Jakarta: Yayasan Obor Indonesia.
- Liliweri A. 2011. Komunikasi Serba Ada Serba Makna. Jakarta: Kencana Prenada Media Group
- Lionberger, H. F, & Gwin , P. H. 1982. Communication Strategis. Illinois: The Interstate Printers & Publishers, Inc.
- Littlejohn, Stephen W & Foss, Karen A. 2003. Theories of Human Communication. USA: The Thompson Cooperation
- Mefalopulos, P. 2008. Development Communication Sourcebook. Broadening The Boudaries Of Communication. Washington: World Bank.
- Melkote, Srinivas R., Steevesm H. Leslie. 2001. Communication for Development in the Third World: Theory and Practice for Empowerment. New Dehli: Sage Publications.
- Muhammad, Arni. 2005. Komunikasi Organisasi. Jakarta: Bumi Aksara
- Nasution Z. 2001. Komunikasi Pembangunan: Pengenalan Teori dan Penerapannya. Edisi Revisi. Jakarta: Rajawali Pers
- Prayogo, Dody. 2011. Socially Responsible Corporation, Peta Masalah, Tanggung Jawab Sosial dan Pembangunan Komunitas pada Industri Tambang dan Migas di indonesia. Jakarta: UI-press

- Salim, Agus. 2002. *Perubahan Sosial: Sketsa Teori dan Refleksi Metodologi Kasus Indonesia*. Yogyakarta: Tiara Wacana Jogja.
- Santosa, S. 2004. *Dinamika Kelompok*. Jakarta: Bumi Aksara.
- Severin, J. Werner. 2004. *Teori Komunikasi Sejarah, Metode, dan Terapan di Dalam Media Massa Edisi Ke Lima*. Jakarta: Kencana Prenada Media Group
- Smith, Ronald D. 2005. *Strategic Planning For Public Relations*, London: Lawrence Elbraum Associates Publishers
- Sulistiyowati, Fadjari, dkk (ed). 2005. *Komunikasi Pemberdayaan*. Yogyakarta: APMD Press
- Suprajan dan Suyatno, Hempri. 2003. *Pengembangan Masyarakat: dari Pembangunan sampai Pemberdayaan*. Yogyakarta: Aditya Media.
- Tarigan, Robinson, 2005. *Perencanaan Pembangunan Wilayah*. Jakarta: Bumi Aksara
- Wenburg, John R. & William W. Wilmot. 1973. *The Personal Communication Process*. New York: John Wiley & Sons.
- Yin, Robert K. (2002). *Studi Kasus (Desain dan Metode)*. Jakarta: Raja Grafindo.
- Yin, Robert K. (2004). *Case Study Research : Design and Methods*. London: Sage

Journal

- Bappeda Kota Yogyakarta. 2014. *Jurnal Penelitian Bappeda Kota Yogyakarta.10-Jurnal-Penelitian4.pdf* diunduh pada 10 Juni 2015.
- Cox., D and Cox A. D., 2001. *Communicating the consequences of early detection: The role of evidence and Framing*. *The Journal of Marketing*.65(3): 91-103.
- Dahlan, Alwi. 1997. *Sistem-sistem Komunikasi yang Memadai di Indonesia*. Hasil Penelitian dengan PT Incore pada Proyek Penelitian dan Pengembangan Penerangan
- Dunn J.C. Lewandowsky S dan Kirsner K. 2002. *Dynamic of Communication in Emergency Management*. *Journal Applied Cognitive Psychology*. 16.Pp 719-737
- Finne, A dan Gronroos C. 2006. *Toward A Dynamic Communication Model, A Useful Tool in Relationship Communication*. *Meddelanden Working Papers*. Finland: Swedish of Economic and Business Administration

- Rangkuti, Parlaungan Adil. 2009. Strategi Komunikasi Membangun Kemandirian Pangan, Jurnal Litbang Pertanian. Fakultas Teknologi Pertanian. Institut Pertanian Bogor, http://www.pustaka.litbang.deptan.go.id/publikasi/p_3282091.pdf, Diakses pada 16 Maret 2012 pukul 20.17 WIB.
- Scrampikal, J. 2006. Development and Participatory Communication. Journal of Communication Research Trends. Vol 25. No 2, hal 2-43
- Slamet, M. 2001. Paradigma Penyuluhan Pertanian dalam Era Otonomi Daerah. Makalah Pelatihan Penyuluhan Pertanian di Universitas Andalas.
- Steyn, B., Nunes M. 2001. Communication Strategy For Community Development: A Case Study of Heifer F Project. Communication: South African Journal for Communication Theory and Research. Vol 27, Issue 2.
- Waskita D. 2005. Komunikasi Pembangunan Untuk Pemberdayaan. Jurnal Organisasi dan Manajemen. Vol. 1, No1. Hal 32-40
- Wijaya, Ida Suryani. 2013. Dinamika Komunikasi Organisasi di Perguruan Tinggi. Jurnal Dakwah Tabligh, Vol 14. No 2. Desember 2013. Diakses pada tanggal 28 Oktober 2015

Thesis and Publication

- Aris Munandar. 2008. Peran Negara Dalam Penguatan Program Pemberdayaan Masyarakat. Jurnal Kajian Politik dan Masalah Pembangunan. Jurnal Poelitik Volume 4/No.1/2008.
- Amin Mahmud. 2007. Model Komunikasi Pembangunan Dalam Penyediaan Prasarana Perdesaan di Kawasan Pesisir Utara Jawa Tengah. (studi Kasus Desa Mondomenak dan Purwosari Kabupaten Demak. Tesis. Magister Teknik Pembangunan Wilayah dan Kota. UNDIP
- Fajri C. 2013. Dinamika Komunikasi Organisasi Forum Joglo. (studi kasus terhadap dinamika komunikasi internal dan eksternal organisasi Forum Joglo Kotagede Yogyakarta 2010-2013). Tesis. Yogyakarta: Fakultas Ilmu Sosial dan Ilmu Politik. UGM
- Lindarwati, Lisa. 2011. Komunikasi Pembangunan dan Kemandirian Desa. (Studi kasus Pemanfaatan Portal Desa Membangun di Kabupaten Banyumas Provinsi Jawa Tengah pada tahun 2011-2012). Tesis. Yogyakarta: Fakultas Ilmu Sosial dan Ilmu Politik. UGM.

Tangdilintin, Paulus. 1999. Pembangunan Sosial: Respon Dinamis dan Komprehensif Terhadap Situasi Krisis Suatu Catatan Bagi Sistem Ekonomi Kerakyatan. (Materi Pengkuhan Guru Besar FISIP- UI, Jakarta, 14 April 1999). Jakarta

Document

Arsip Kantor Pertanahan Kabupaten Bantul tahun 2013. Lampiran DI. Formulir Data Pertanahan Khusus. Diakses pada tanggal 23 Agustus 2017

Arsip Badan Pusat Statistik Kabupaten Bantul tahun 2014. Satuan Kepadatan Wilayah Kabupaten Bantul. Diakses pada tanggal 1 juni 2017.

Arsip Pemerintah Kecamatan Sanden. Pemantauan Tambak Udang Pesisir Pantai Selatan Jawa. Harian Kedaulatan Rakyat tahun 2012. Diakses pada tanggal 23 Agustus 2017.

Arsip Pemerintah Kecamatan Sanden. Tembusan Surat Perihal Keputusan Bupati Kabupaten Bantul periode tahun 2014-2015. Diakses pada tanggal 20 juni 2017

Guo K.L dan Sanchez. 2005. Workplace Communication. <http://tawanmandi.org.af/knowledgeportal/Media/Workplace_chapter_in_communciations.pdf. Diakses tanggal 20 Agustus 2017.

Rijksblaad No 16 dan Rijksblad No 18 tentang Sultanaat Ground dan Pakualamanat Ground, Alas tanah dan Keagrarian. Tahun 1918. Arsip Wahonosatrikriyo Panitiksimo. Diakses pada tanggal 19 Juni 2017.

Perjanjian Sultan Hamengkubuwono IX dengan Pemerintah Kolonial Hindia Belanda 1940. Arsip Bappeda Kabupaten Bantul. Diakses pada tanggal 1 September 2015

Undang-Undang Nomor 14 Tahun 1992. Tentang Penataan Ruang.

Undang-Undang Keistimewaan/UUK DIY dalam Undang-Undang No. 13 Tahun 2012. Diakses pada tanggal 15 Juli 2015

Kajian Akademik Yuridis Formal Bappeda Kabupaten Bantul tentang Budidaya Tambak Udang tahun 2015, Pemerintah Kecamatan Sanden Kabupaten Bantul, Tim Sosialisasi Translokasi Tambak Udang

Website Resmi Pemerintah Daerah Kabupaten Bantul, www.bantulkab.go.id. Diakses pada tanggal 29 Agustus 2017

Evaluating the Official Instagram Account of Destination (The Case of Indonesia)

Imam Syafganti

University of Antwerp & State Polytechnic of Jakarta

✉ imam_syafganti@yahoo.com, imam.syafganti@bisnis.pnj.ac.id

ABSTRACT

The increasingly widespread use of Instagram - as an image based social media platform - by destination marketing organization has stimulated the need of a good and proper evaluation method. The method in particular should evaluate several important aspects related with picture, text and statistical performance of an Instagram account. This study offers an alternative method by combining three different evaluation techniques namely, visual and explanative content analysis, wordcloud analysis and statistical performance analysis. In doing so, we examine the performance of Indonesia's official Instagram account during certain periods of time in the year of 2016 and 2017. Results of such methods indicate that nature/nature landscape are the dominant themes of pictures posted in the account. Importantly, the outcome of Chi Square test also confirmed the result where there was no significant difference in terms of picture categories posted in the social media. Similarly, the generated wordcloud also shows that words related with nature/nature landscape are dominating the result. While result of statistical performance analysis exhibits types of pictures that could generate more interactive responses from public. In overall, outcomes of this combining methods proposed that the destination official Instagram account is tend to be more focus in communicating one single aspect of destination and neglect other facets that are also important in a communication/promotion effort. Additionally, some recommendations related with the picture themes that could stimulate more public interactions are also nominated.

Keywords: Destination Marketing, Social Media, Instagram, Indonesia, Visual Content Analysis, Wordcloud

INTRODUCTION

The diversity of social media platforms and their various specific features (Alhabash & Ma, 2017), have provided a wide range of

opportunities for tourist destinations to be able to communicate quickly and interactively with their potential audiences (Gibbs & Dancs, 2013). Such communication activity, in particular aimed to close the gap and strengthen communication process (by delivering promotional messages related to the destinations and get immediate responses) between a destination and its target market (Mariani, Di Felice, & Mura, 2016) and improves on the current metrics for capturing user engagement. Based on big data analysis from the regional DMOs' Facebook pages, supplemented with semi-structured interviews conducted with DMO managers, the study sheds light on the factors contributing to superior level of social activity. The findings indicate that the way Facebook is tactically and strategically employed varies significantly across Italian regional DMOs. Visual content (namely photos).

One of the social media platform that is now widely used for the purpose of delivering promotional and marketing communication messages is Instagram. As a social media platform, Instagram has a unique feature that distinguishes it from various existing social media platforms. Basically Instagram is a social media platform aimed for mobile phone users and emphasizing its feature on visual content (image and video) (Boy & Uitermark, 2016). The existence of such social media platform, in turn provides more benefits for promotional efforts of destination which mainly conducted by relying on the image of the destination.

Nowadays, various major destinations in different parts of the world have used this social media platform to deliver their marketing communication messages (Uşaklı, Koç, & Sönmez, 2017). Consequently, the use of such social media platform (Instagram) needs to be evaluated in a proper and comprehensive way. The evaluation mainly performed in order to assess the effectual of the use such platform in communicating and delivering promotional messages.

As one of the countries that gives great attention to the tourism sector, Indonesia is also a destination that invest and communicates with its potential market through social media, especially Instagram. However, until now efforts to evaluate the use of an official Instagram account by Indonesia as a tourist destination are remains limited. Various previous studies that have been done are still very limited and have not used comprehensive method in conducting the evaluation process.

Kuhzady, Ghasemi, & Hashemi(2017), conducted a descriptive content analysis in evaluating the official Instagram account of Portugal. Correspondingly, Cakici, Kuhzady, & Benli (2017), applied similar method, categories and further analysing the use of hashtag within the context of official Instagram page of Turkey as a tourist destination. A slightly different study conducted by Nixon, Popova, & Onder (2017), where they tested how the presentation of specific category of pictures in a destination account Instagram could increase the destination image.

Several studies have examined official Instagram accounts from different regions in Indonesia. A study conducted by Fatanti & Suyadnya (2015), applied a photo elicitation interview method in assessing the communication traffic and the potential use of official Instagram accounts of Bali and Malang. While Iswandhani & Muhajir (2018), used an Instagram account related to Yogyakarta in classifying and determining favorite tourist locations in Yogyakarta. However, until now there are still no studies that in particular examine and evaluate the use of official destination Instagram account within the context of Indonesia as a tourist destination. In addition, various results from the above research also show almost similar trend, where most destinations across the region tend to emphasizing their promotional efforts in the Instagram on nature environment (nature-based tourism). Furthermore, the methods applied in the previous mentioned study are still not comprehensive and not take into account the various important aspects in their evaluation process.

Accordingly, this study aims to; first, evaluate the use of official Indonesia tourism Instagram accounts by using and combining various methods that have been done, namely visual and explanatory content analysis techniques, statistical analysis (descriptive) and wordcloud analysis. Particularly, the visual and explanatory content analysis aimed to find out and reveal the main propensity (dominant theme) of the posts in the tourism official Instagram of Indonesia and further confirm the result by conducting an explanative statistical technic. Moreover, the descriptive statistical analysis conducted to evaluate the performance of the account and determine which type of posts that could generate more interactions with Instagram audience. While the wordcloud will be used in order to confirm the dominant words that presented in the posts of the account.

LITERATURE REVIEW

Destination Image and The Use of Instagram as a Promotional Tool

One of the early studies about destination image was initiated by Hunt in 1975. He found the importance of a destination's image in enhancing the number of travelers to visit a destination (Beerli & Martín, 2004). After that, a large number of studies concerning this topic emerged (Stepchenkova & Mills, 2010). Moreover, the study also discovered that there were 152 papers have been published during the 2000-2007 period.

According to Hunt (in Gallarza, Saura, & Garcia, 2002) a destination image is an impression about a state held by non-residents. A more comprehensive definition about the concept of destination image was proposed by Lawson & Bond-Bovy (Jenkins, 1999) who defined destination image as:

“the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place”.

Nowadays, destination image is also generally accepted as an important factor that could influence tourist's behavior in terms of a travel decision (Bilei & Kim, 2009). Most studies about destination image tend to agree that a destination with good and positive image will be more likely to get a higher number of visits from international tourists (Beerli & Martín, 2004).

According to Govers, Go, & Kumar (2007), a destination image is formed as a result of a selective process of a large amount of information obtained from many different sources such as specific promotional tools (e.g., advertising and brochures), word of mouth communication, media coverage (e.g., articles in newspapers, magazines, television programmes, news reporting and documentaries), and popular culture (e.g., motion pictures, literature).

Realizing the importance of image in promoting a destination, many destinations rely on their image when competing with competitors in the tourism market (Baloglu & Mangaloglu, 2000). This situation has encouraged many destination marketers to emphasize the image when communicating and promoting their destination (Bigné Alcañiz, Sánchez García, & Sanz Blas, 2009). Various communication media are

used by many destination marketing organizations to transmit positive messages that could form the image of a destination in the minds of international tourists.

One of the media that is now widely used as a promotional tool for destinations is social media. The widespread adoption and use of social media among the general public and organizations has encouraged various social and business organizations to take advantage of this new type of media. Similar situation also took place within the context of tourism and destination, where currently almost the major destinations worldwide presenting themselves in the social media and communicate directly (engage) with their potential market.

One of the social media that has a large number of users is Instagram. Even though it was established later than other social media and was primarily intended for mobile phone users, the number of Instagram users has reached a very large number and surpasses other social media users. Currently Instagram's daily active users have reached more than 400 million users and around 95 million photos and videos are distributed on the platform every day.

The existence of specific features (focusing on visual format content) and the large number of users, in turn attract various business entities (including in the tourism sector that mainly rely on destination image in its promotional activities) to participate in utilizing this medium in communicating with the their audience in various part of the world.

Importantly, Instagram has been identified as an influential social media platform in shaping a good and attractive image about tourist destinations (Fatanti & Suyadnya, 2015). Scholars further also stressed the importance of Instagram as an effective communication medium between tour operators and travel agents in promoting a destination (Hanna & Puitit, 2014). While from the consumers' perspective, such medium (Instagram) also widely used in order to obtain reliable information concerning specific destination (Arceneaux & Dinu, 2018).

Nature as a central theme in destination image promotion

As an industry, tourism destinations in various parts of the world rely heavily on the beauty of nature and surrounding environment in its promotional and communication activities. In the context of destination marketing, such circumstances referred to as nature-based tourism marketing. A conceptual definition concerning the type of tourism

activity proposed by Ollafsdottir (2014) which stated that nature-based tourism is a variety of recreational activities based on the natural environment. Moreover, Fredman & Tyrväinen (2010) emphasized on staying overnight aspect when defining the nature based tourism and consider nature based tourism as

“travelling to and staying overnight in locations close to protected areas, forests, lakes or the sea or the countryside and participating in activities compatible with the location’s natural qualities”.

Importantly, most of the scholars define natural tourism as leisure activities taking place in nature areas, where two components: the visitor (imparting a factor of being away from home) and experiences – play the key role (Fredman & Tyrväinen 2011).

Moreover, the opportunity to experience nature-based recreational activities in destinations with different climates is a major factor driving tourists to visit a destination (Aaron Tkaczynski, Sharyn R. Rundle-Thiele, Nina K. Prebensen, 2013). Likewise, Castro (2013) also stated that nature-based tourism experienced very rapid and significant growth in destinations in various regions of the world. Consequently, nature-based tourism also generated a significant foreign exchange income to various tourist destinations (Kim et al, 2015). Similar situation also happened within the context of Asia-Pacific, where the nature based tourism has becoming an important factor that generated visits from western tourists (Frost et al, 2014).

The fast growing attention on the previous-mentioned type of tourist activity, consequently triggered a vast amount of study that investigated the subject from various different point of views (Nath et al, 2013) such as consumers’ motivation (Kim et al, 2015), consumers segment in particular temporal factors like seasons (Tkaczynski et al, 2013), soundscapes as one of the basic elements of nature based tourism (Jiang et al, 2017), and within the context of supply, in particular the sustainability of nature based tourism (Frost et al, 2014).

The above-mentioned elucidation on nature-based tourism also indicating that, the field has attracted a lot of attention from stakeholders in tourism (including from the consumers). Such attention, in turn, encouraging destinations across the continent to rely on such aspect in communicating and conveying their promotional messages (through various communication media) to its potential target market.

Research questions and hypothesis

In light of the increasing use of Instagram as a promotional medium for destination and information source for consumers, this study aims to evaluate the use of official destination's Instagram by combining various evaluation methods to get a comprehensive result on such activity. Importantly, the effectual of official destination's Instagram (within the context of Indonesia) in communicating promotional messages to its audience is remain unknown. Therefore, this study proposes following research questions:

- a. What is the main theme of posts presented in the Indonesia's official destination Instagram account on the peak period of tourist visit (August - September 2016 and 2017)?
- b. Which category of posts that could generates more interactions from the Instagram audience (Instagram users)?
- c. Is there any different beetwen the main themes of posts during the peak period of tourist visit in the year of 2016 and 2017?

Additionally, a hypothesis also proposed in order to assess whether the difference is significant or not. As the nature-based tourism becomes one of the determinant factors that influencing tourists' decision making process (Frost et al, 2014), many destinations in various part of the world emphasizing their promotion activity on such type of tourism. Similar situation also apply whitin the context of Asia and Indonesia, However, until now the major theme of posts in Indonesia's official destination Instagram account remain unknown. Therefore, we propose the following hypothesis:

H1: There is no significant difference of content (the dominant theme) posted in the Indonesia's official destination Instagram account in year of 2016 and 2017

RESEARCH METHOD

As a study that aims to evaluate the use of official Instagram destination accounts in the Indonesian context, this study will combining the use of several methods in the process of data collection and analysis. This is mainly conducted in order to get more comprehensive results from the use of official Instagram as a media in promoting Indonesia as a tourist destination.

The first method used in this research is a descriptive content analysis. The technique is mainly used to discover what are the main themes of picture posted on the official Instagram accounts of Indonesian for one month of observation period, namely August - September 2016 (57 posts) and August - September 2017 (54 posts). These time span were chosen because during these periods, number of tourists visiting Indonesia reached a relatively high numbers compare to other periods. Moreover, the descriptive content analysis also could resulting data concerning the themes that dominantly present on the posts of the official Indonesia's Instagram accounts.

The categorization of themes in the Instagram account posts will refer to 13 categorization proposed by Song & Kim (2016), which conducted a pictorial analysis study about destination image on other visual-based social media namely, Pinterest. As to the categorization are as follow, (1) Modern Architecture, (2) Art Object/Statue, (3) Festival/Ritual, (4) Food/Restaurant, (5) Leisure Activity/Facility, (6) Nature/Nature Landscape, (7) Ordinary Scene, (8) Other, (9) Religious Building/Object, (10) Traditional Art Work/Object, (11) Traditional or Historic Building, (12) Transport and Infrastructure, and (13) Urban/Urban Landscape.

Regarding the reliability of measurement categorization, this study conducted two reliability tests, namely intercoder reliability with percent agreement and Cohen's Kappa coefficient. For the period of August - September 2016 the intercoder reliability is 93%. While the intercoder reliability for posts in the period of August - September 2017 is 92%.

In addition, the reliability measurement in this study also conducted by using the Cohen formula (Cohen's Kappa), as follow:

$$\text{Intercoder reliability} = \frac{\text{observed agreement} - \text{expected agreement}}{1 - \text{expected agreement}}$$

where,

$$\text{Expected agreement} = \left(\frac{1}{n^2}\right) \left(\sum p_m\right)$$

Thus, the calculation of Cohen's Kappa for the Agustus - September 2016 period is as follow:

$$\begin{aligned}
 \text{Expected agreement} &= \left(\frac{1}{n^2}\right) \left(\sum pm\right) \\
 &= \frac{0.75}{0.82} \\
 &= 0.91
 \end{aligned}$$

While the calculation of Cohen's Kappa for the Agustus - September 2017 period is:

$$\begin{aligned}
 \text{Intercoder reliability} &= \frac{0.92 - 0.25}{1 - 0.25} \\
 &= \frac{0.67}{0.75} \\
 &= 0.89
 \end{aligned}$$

The Cohen's Kappa coefficient is 0.8. The score indicates a relatively high high correlation between the two measurements (McHugh, 2012). Considering the results of the Cohen's Kappa coefficient on the coders' categorizations, it can be concluded that the measurements used in this study are reliable. Additionally, a worldcloud analysis also conducted in order to assess the most frequent words included with the picture posted. Moreover, this study also checked whether any difference is exist in the main theme of posts between Agustus - September 2016 and August - September 2017. Accordingly, a Chi square test was conducted.

Other method that also applied in this study is a statistical performance measurement (descriptive statistical analysis). This method in particular analysed the interactions (within the forms of likes and comments from Instagram users) that took place on the pictures posted in the @indonesia.travel Instagram account during the examination periods.

RESULTS AND DISCUSSION

Results from the content analysis (table 1) revealed that "Nature" is the most dominant category of pictures posted in the official account Instagram of Indonesia. In total, there were 20 (35.1%) out of 57 posts with nature related themes in Agustus - September 2016. Similar result also shown for the period of August - September 2017, where there were 24 (44.4%) out of 54 posts that can be classified into "Nature"

category. Interestingly, there was one category that never presented in the picture posted namely “Modern Architecture”.

Table 1

Category	August - September 2016	%	August - September 2017	%
Modern Architecture	-	-	-	-
Art Object/Statue	-	-	2	3.7
Festival/Ritual	5	8.77	1	1.85
Food/Restaurant	5	8.77	1	1.85
Leisure Activity/ Facility	7	12.28	7	12.97
Nature/Nature Landscape	20	35.1	24	44.4
Ordinary Scene	2	3.5	1	1.85
Other	10	17.54	7	12.97
Religious Building/ Object	1	1.75	2	3.7
Traditional Art Work/ Object	3	5.26	4	7.4
Traditional or Historic Building	2	3.5	4	7.4
Transport and Infrastructure	1	1.75	-	-
Urban/Urban Landscape	1	1.75	1	1.85
TOTAL	57	100	54	100

The above mentioned results, in line with previous studies that discovered “Nature” is a widely theme used by destinations in their promotion and communication activity. Within the context of this study, Indonesia also applying similar strategy in communicating and marketing its destination to potential visitors in the Instagram during the two periods studied (August - September 2016 and 2017).

Similarly, result from a wordcloud analysis (figure 1) also confirming the above described propensity. Based on the wordcloud generated from the whole texts of pictures posted in the Indonesia’s official Instagram account, it can be seen that nature (and all of its related element) is the most frequent words that mentioned in the



From the wordcloud, it can be seen that in addition to the words “WonderfulIndonesia” and “Indonesia” (both are the hashtag and name of the country respectively), the words “village” (41 times), “island” (35 times), “beach” (25 times), “komodo” (18 times) and “temple” (17 times) are the most frequent words mentioned in the Indonesia’s official tourism Instagram account. Interestingly, the generated wordcloud also presenting the most widely mentioned destination namely, Bali (20 times), Yogyakarta (19 times) and Toba (13 times).

Additionally, a simple descriptive statistical analysis also performed in order to revealed which type or category of post the could generate more interactions (like and comment) from Instagram users. In doing so, we collected posts with the top five likes and comments from the Instagram account during the data collection process. Result of such analysis confirmed that nature is the type of category that could generate a relatively large number of “likes” compares to others. Within the context of “comment”, similar result also shown where nature tends to be the main type of posts that stimulated more comments from public in Instagram.

Importantly, the result of explanative content analysis (table 2) also confirmed that there was no significant difference in terms of dominantcategories of pictures posted in the social media(Instagram) during the observation periods in this study.Moreover, such result also indicated that there is no different approach applied by the destination marketing organization in reaching their markets during the two periods assessed in this study.

Table 2

	2016	2017	Chi Square
Nature/Nature Landscape	45.45%	54.54%	5.597

* $p < .05$.

Furthermore, the result also indicated that, during the same period of 2016 and 2017 (August - September), Nature/Nature Landscape category is still the dominant main theme of pictures posted in the Indonesia's official tourism Instagram account. As the nature continues to become one of the determinant factor in tourists' decision making, the official Instagram account of Indonesia emphasizing nature and its surrounding environment as the main theme of communication in attracting attention from potential tourists.

Eventhough such strategy has proven to be succeed in improving the number of interactions and probably related with the increasing number of tourists visit to Indonesia, the strategy also has a major disadvantage namely it tends to neglect other factor that also important for tourists like the level of modernity of the destination. The modernity level of a destination normally can be represented by themes or categories like Modern Architecture, Transport and Infrastructure, and Urban/Urban Landscape.

CONCLUSION

Based on the previous results and discussion, the following conclusions are proposed; first, just like other popular destinations in the world, the Indonesia's official destination Instagram account also relies on nature-based tourism when promoting Indonesia as a tourist destination. Moreover, the nature-based marketing and communication effort has proven to be relatively succeed in stimulating a large number of interactions in the Instagram and can be associated with the increasing number of visits from international tourists.

Despite the facts that current positive outcomes resulted from such type of promotional effort, the focuss in only one aspect of destination attributes could causes the neglect of other aspects of destinations that probably important for tourists from different segment. Therefore, the main themes of promotional messages conveyed through the Instagram should be vary and take into account which type of segments targeted by such promotional activity. Moreover, a holistic marketing

communication strategy is needed in marketing Indonesia as a tourist destination.

Importantly, result from this study also concluded that the use of visual-based social media platform like the Instagram could stimulate interactive communication and direct engagement between a destination and its potential visitors. Therefore, applying an appropriate communication strategy in utilizing a visual-based social media like the Instagram can be very helpful for destinations.

Finally, future research in this area could analyse a larger number of posts, comparing the use of Instagram within the context of different destinations from different area in the world and also applying more complicated inferential statistics technics in order to reveal possible relationship between the category of post, number of likes, comments and the performance of destination in terms of number visit and amount of income generated.

REFERENCES

- Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media + Society*, 3(1), 205630511769154. <https://doi.org/10.1177/2056305117691544>
- Arceneaux, P. C., & Dinu, L. F. (2018). The social mediated age of information: Twitter and Instagram as tools for information dissemination in higher education. *New Media & Society*, 146144481876825. <https://doi.org/10.1177/1461444818768259>
- Baloglu, S., & Mangaloglu, M. (2000). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1), 1–9. [https://doi.org/10.1016/S0261-5177\(00\)00030-3](https://doi.org/10.1016/S0261-5177(00)00030-3)
- Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657–681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Bigné Alcañiz, E., Sánchez García, I., & Sanz Blas, S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30(5), 715–723. <https://doi.org/10.1016/j.tourman.2008.10.020>
- Bilei, D., & Kim, C. (2009). Identifying Impact of Olympic Host City 's Image on Intention to Visit - Perspective of Beijing 's image by

- Korean Tourists-. *Society*, 9(3), 1–24. <https://doi.org/10.1080/15980634.2009.11434615>
- Boy, J. D., & Uitermark, J. (2016). How to study the city on instagram. *PLoS ONE*, 11(6). <https://doi.org/10.1371/journal.pone.0158161>
- Cakici, C., Kuhzady, S., & Benli, S. (2017). An Image Is Worth A Thousand Words : A Pictorial Analysis of Projected Destination Image of Turkey on Instagram, (October).
- Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? *Procedia - Social and Behavioral Sciences*, 211(September), 1089–1095. <https://doi.org/10.1016/j.sbspro.2015.11.145>
- Gibbs, C., & Dancs, A. (2013). UNDERSTANDING DESTINATION MANAGEMENT ORGANIZATIONS USE OF TWITTER: A CONTENT ANALYSIS OF TWEETS (p. 7).
- Govers, R., Go, F. M., & Kumar, K. (2007). Promoting Tourism Destination Image. *Journal of Travel Research*, 46(1), 15–23. <https://doi.org/10.1177/0047287507302374>
- Iswandhani, N., & Muhajir, M. (2018). K-means cluster analysis of tourist destination in special region of Yogyakarta using spatial approach and social network analysis (a case study: post of @explorejogja instagram account in 2016) To. *Journal of Physics: Conference Series*, 184(May). <https://doi.org/10.1088/1742-6596/184/1/011002>
- Jenkins, O. (1999). Understanding and measuring tourist destination. *International Journal of Tourism Research*, 1(1), 1–15. [https://doi.org/10.1002/\(SICI\)1522-1970\(199901/02\)1:1<1::AID-JTR143>3.3.CO;2-C](https://doi.org/10.1002/(SICI)1522-1970(199901/02)1:1<1::AID-JTR143>3.3.CO;2-C)
- Kuhzady, S., Ghasemi, V., & Hashemi, S. (2017). Pictorial Analysis of the Projected Destination Image: Portugal on Instagram. In *7th Advances in Tourism Marketing Conference* (pp. 214–222).
- Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. *Tourism Management*, 54, 321–343. <https://doi.org/10.1016/j.tourman.2015.12.008>
- Nixon, L., Popova, A., & Onder, I. (2017). How Instagram Influences Visual Destination Image – a Case Study of Jordan and Costa Rica 2 Study Methodology. *E-Review of Tourism Research*, 8(Research Notes).

- Song, S. G., & Kim, D. Y. (2016). A Pictorial Analysis of Destination Images on Pinterest: The Case of Tokyo, Kyoto, and Osaka, Japan. *Journal of Travel and Tourism Marketing*, 33(5), 687–701. <https://doi.org/10.1080/10548408.2016.1167384>
- Stepchenkova, S., & Mills, J. E. (2010). Destination Image: A Meta-Analysis of 2000–2007 Research. *Journal of Hospitality Marketing & Management*, 19(6), 575–609. <https://doi.org/10.1080/1936862.2010.493071>
- Uşaklı, A., Koç, B., & Sönmez, S. (2017). How “social” are destinations? Examining European DMO social media usage. *Journal of Destination Marketing & Management*, (February). <https://doi.org/10.1016/j.jdmm.2017.02.001>

Tourism's Destination Image of Eastern Indonesia on Online Media

Raden Virgiani Nurfitriana Prihandani

Ruvira Arindita

ABSTRACT

The development of tourism has increased the number of new destinations in Indonesia. One of the newly explored destinations are in Eastern Indonesia. The beauty of Eastern Indonesia has captured the attention of travel bloggers, not only to visit but also to share their story for all their readers. This research aims to see how the construction image of tourism destinations of Eastern Indonesia in the two most popular travelling blogs, which are marischkaprudence.blogspot.co.id and naked-traveler.com. The concepts used in this research are destination image, tourism, online media and framing analysis. The paradigm used here is constructivist paradigm with qualitative research method. The researcher found that the Eastern Indonesia is mainly portrayed as a place with pure beautiful natural scenery that is full of fun and relaxed atmosphere. Those descriptions fall into the category of attribute destinations image. However, both bloggers still consider the image of Eastern Indonesia as a place with inadequate infrastructure. Other interesting findings are the difference in which how both bloggers describe the image of Eastern Indonesia's destination, their readers' segmentation and their writing style. Marischka describes Eastern Indonesia from the point of view of pro-naturalist. Her writing style looks better structured comparing to Trinity's. Researchers view that Marischka's writing style is influenced by her journalism background. Marischka also has better photographer's skill as it is shown from the pictures on her blog. Different than Marischka who has journalism background, Trinity used to be a regular office worker. Her writing style looks more casual than Marischka's and she puts more jokes to make her article more appealing and build stronger emotional ties with the readers. Another novelty in Trinity's blog is that she allows company to advertise their product on her blog. Thus, it has proven that blog can be used as one of promotion channel as well

Keywords: destination image, framing analysis, online media, tourism, travel blog

INTRODUCTION

Tourism has been seen as economic and social global phenomenon and Indonesia does not want to miss the race. In the past few decades the country's tourism has started to rise. Statistic echoes the same thing, tourism sector has contributed 9,5% from the National Gross Domestic Product in 2014. Aside of that, the number of foreign tourists who come to Indonesia has increased from 8,8 millions in 2013 to 9,4 millions in 2014. The newly discovered and maintained destinations has captured the attentions of both domestic and international tourist to enjoy the beauty of Indonesia.

Eastern part of Indonesia is a home to the rich amazing natural beauty and diversity. However, not many people are aware of it, thus it is often called hidden paradise. Therefore the country is vigorously introducing tourism in its eastern part namely North Sulawesi, South Sulawesi, Southeast Sulawesi, Bali, Lombok, Sumbawa, Flores, Maluku and Papua. The emergence of new tourism destinations in Indonesia is a result of all the hard work done by the Tourism Ministry. Through the *Country Branding Wonderful Indonesia*, the country who previously had never succeeded to be on top 100 world destination has taken a great leap. In 2015, Indonesia climbed all the way to the rank 47th (Khumaedy. 2017:1)

Tourism happened because there is tourist attraction in every destination. It is indeed the main focus that will attract people to come and enjoy the place. Nevertheless, tourist attraction can never work alone, the role of Public Relations (PR) is very crucial. Creating and maintaining destination image is PR work. Through *Wonderful Indonesia* and *Pesona Indonesia* campaign, Tourism Ministry are doing the PR work by inviting travel bloggers to visit Eastern Indonesia and later share their stories of these destinations via the articles published on their blogs. Out of many travel bloggers in Indonesia, there are two most popular ones, they are Marisckha Prudence (marisckhaprudence.blogspot.co.id) and Trinity (naked-traveler.com). Their writings have been a great support for government PR to promote the Eastern tourism destination to both locals and foreigners.

The researcher is interested to see how *travel blogger* develop the destination image through their writings on their blogs. Through the Framing analysis, the researcher would like to know how the travel

bloggers create a reality construction about these Eastern Indonesia tourism destination. Through the framing, PR help the organization to define the reality from the point of view of organization and build frame reference on certain issues that matter (Prastya, 2016:193).

Problem definition How is the construction of destination image of the Eastern Indonesia’s tourism in marischkaprudence.blogspot.co.id and naked traveler.com blogs? The purpose of this research is to acquire the construction of destination image of the Eastern Indonesia’s tourism in marischkaprudence.blogspot.co.id and naked- traveler.com blogs.

LITERATURE REVIEW

Image

This research sees that destination image is constructed by content of online media. In the book *Public Relations Technique* Frank Jeffkins concludedthat generally image is the impression about something as the reslut of his/her knowledge and experiences (Nova, 2011:298).

Destination Image

According to experts, destination image is described as the following (Utama, 2014: 168):

1. Kotler et al : faith, idea, impression of someone about a place.
2. Gartner : people’s impression that is included of cognitive, affective and konative component.
3. Santos Arrebola : is a mental representation about several atributes and advantages gained by using a product.
4. Parenteau: positive por negative prejudice of customer or distributor towards a product or destinations.

Destination image consists of these following attributes:

Table 2.1. Attributes of Destination Image

No.	Atributes of Destination Image
1.	<i>Natural Resources</i> is manifested in the form of: Climate (weather and air humidity), beach (sands, water, sea, waves), vil- lage’s nature (flora and fauna, park, lake, mountains).
2.	<i>Natural Environment</i> is manisfested in the form of : natural scen- ery, attraction, cleanliness, pollution, traffic jam, voice noise.

3.	<i>Culture, History, and Art</i> is manifested in the form of : Festival, crafts, religion, traditional culture, historical buildings
4.	<i>Tourist Infrastructure</i> is manifested in the form of : Hotel, restaurant, recreation and entertainment center.
5.	<i>Atmosphere of The Place</i> is manifested in the form : Comfort, breeze, warmth, destination reputation
6.	<i>Tourist Leisure and Recreation</i> is manifested in the form : Opportunity to do the tourism activities such as fishing, hunting, surfing, diving, trekking, night entertainment
7.	<i>General Infrastructure</i> is manifested in the form : Public road, airport, public transportation, hospital, drainage, communication facilities.
8.	<i>Social Environment</i> is manifested in the form : Quality of life, poverty, language, locals' friendliness
9.	<i>Political And Economic Factors</i> is manifested in the form : Political stability, security, terrorism, prices

Source: Utama, 2014:173

Construction and Classification of Destinations

The main components of destinations are as follows (Tamburaka, 2012:75):

1. Object and attraction: attraction that has the main basis of natural richness, culture whether natural or artificial line events or particular interest.
2. Accessibility that includes transportation support system
3. Amenity that includes supporting tourism facilities such as restaurants, souvenir shops, money exchange, travel agents, information centers, retailers.
4. Supporting facilities such as bank, post office, hospital
5. Organizations, it is related to the existence and role of each part to support tourism activity (local people)

Image Construction on Online Media

Social construction of reality was first introduced by Peter L. Berger dan Thomas Luckmann in their book *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Berger and Luckmann described social construction of reality as a social process through

human's act and interaction in which individual simultaneously create a reality owned and experienced together in subjective manner. The constructed reality later will shape the mass opinion (Tamburaka, 2012:75).

Blog as Online Media

Blog is abbreviation of website log. It is a form of web application consisted of writings (these writings are called postings) on web page. *Blog* is an online activity that goes based on reality, events, activity or current situation. *Blog* is part of global communication revolution that keeps going on currently (Nurhajati, Rusfian, 2013:13).

RESEARCH METHOD

Research Paradigm

The constructivist paradigm used in this research is to see the symptomshappened in the globalization and digitalization era that brings more opportunities that can be optimized by media user (in this case travel blogger) to give descriptions about their trip to some destinations in Eastern Indonesia. Furthermore this description can be base to construct how destination image is developed by the travel bloggers' experience.

Research Approach

The use of qualitative approach in this research is to describe or explain the social symptoms on how a blog can describe and construct a positive image about destination based on the experience of the blog writer.

Data Analysis Method

Researcher uses framing analysis model by Zhongdang Pan dan Gerald M. Kosicki (Eriyanto, 2009: 295). This model assumes that every news has a frame that function as the center of idea organization. This method highlights the creation text message. How a person regards an event can be seen by the set of signals occur on the text.

Table 3.1. Framing Scheme Zhongdang Pan dan Gerald M.Kosicki Model

Structure	Framing tools	The observed units
SYNTAKSIS (How a writer arrange the facts)	1. News scheme	Headline, lead, information background, quotes, resources, statement, closing.
SCRIPT (How a writer tells the facts)	2. News Completeness	5 W + 1 H
TEMATIC (How a writer writes facts)	Detail Coherence Form of sentence Pronoun	Paragraph, proposition, sentences, connection between sentence.
RHETORIC (How a writer highlights the facts)	Leccicon Graphics Metaphors	Words, idiom, pictures,, grafic.

Source: Eriyanto, 2009:295

Analysis Unit

The two *travel blogs* namely marischkaprudence.blogspot.co.id dan naked-traveler.com based on the title of their article which is related to Eastern Indonesia destinations.

RESULT AND DISCUSSION

There are three most interesting places in Eastern Indonesia that have been visited and written by the Marishcka and Trinity. Below is the comparison between how the two blogs describe the main destinations in Eastern Indonesia :

1. Raja Ampat:

marischkaprudence.blogspot.co.id

Marischka's blog with the title **Reasons Why We Love Arborek** focuses on the attribute of destination image: *Natural Environment*. Because she only describes the beauty of natural scenery when she visited Arborek. Marischka also uses dual language in writing her article. In the end of her article she announce open trip to Arborek for the lucky readers.

Naked-traveler.com

Raja Ampat came with the title **“Raja Ampat adalah Surga Lantai ke-9!” (Raja Ampat is the 9th floor Paradise)**. She shared her stories while visiting Misool district. The frame on this article focuses on *Natural Resources* (by concentrating on the beaches), *Natural Environment* (how Trinity explains about the beauty scenery of the village), and *Social environment* (how she highlights the friendliness of villagers there).

2. Manado

marischkaprudence.blogspot.co.id

Marischka's writing has the title **Dolphin Frenzy in Bunaken**. She describes her journey on her way to diving spots in Bunaken. She focuses on her experience meeting the dolphins in wild nature. According to her nature is the right place where dolphins should belong. The frames that stands out the most in this article is *Natural Resources* as she give clear picture of beautiful the beach and the sea there. *Atmosphere of the place* and *Tourist Recreation Facilities* is also on the spotlight as she explains the comfortable place where she dives. Another important notes is how she quotes phrase from a nature enthusiast about dolphin, it shows her great concern on *Social environment*

Naked-traveler.com

Trinity with her article called **“Manado Destinasi Liburan Yang Menyenangkan!” (Manado is Fun Holiday Destination!)** highlighted the most on frame *Tourist Infrastructure* in which she gives details information about her experience staying at the resort. She also focuses on the culinary at the restaurant which also fall into *Tourist Infrastructure* frame.

3. Wakatobi

marischkaprudence.blogspot.id

With the title *Surga Bawah Laut (Under the Sea Paradise)*, Marischka describe the Wakatobi sea as very beautiful diving spot. She mentioned that it is indeed a paradise for the world diver. In this article, *Tourist Leisure and Recreation* is manifested in opportunity to do the diving activity. In the end of her article, she shares the contact number of local guide to her readers. It shows that the Social environment there has

been so supportive towards tourism activity. Wakatobi has their own local diving instructor and guide that is worth recommending to people in and outside Indonesia.

Naked-traveler.com

Trinity's article has the title **Wakatobi: Surga di Atas, Surga di Bawah** (Wakatobi: Paradise Above, Paradise Below). Not only highlighting on the Tourist Leisure and Recreation as in Marischka's blog, trinity also stressed on what kind of activity and attraction that the tourist can do on the land of Wakatobi. She describes the beauty of nature in Wakatobi. Thus, frames like Natural Resources, Natural Resources are also spotted in her writing. Trinity also loves to explore the rich culinary thus also elaborate the frame Atmosphere of the Place in Wakatobi.

As mentioned in the previous chapter, tourism happened because there is tourism destination. And in order to let people aware of its existence, the work of PR is required. In doing its main work, government PR in this case Tourism Ministry has invited the travel bloggers to help promoting Indonesia's new destination in its Eastern part. Through their blogs, government hopes that a good destination image is developed so that people will be aware and interested to visit the place. The framing analysis used in this reserach is important to acquire and explain how the most popular travelling blogs potray the tourism destination in Eastern Indonesia.

From the point of view Pan Kosicki framing model, Marischka Prudence in her blog marischkaprudence.blogspot.co.id uses the whole unit in syntaksis, script and tematic scheme. This neat form of writing could be a result of her experience of being TV reporter before she decided to become a full time travel blogger. Marischka also uses dual language so that her blog can be understood by foreigners as well. One of the thing that stands out the most is how Marischka post many beautiful photos about the destinations. This part belong to the rhetoric structure. However, she did not include metaphors. She only uses quotations from the expert to strengthen the facts she wants to highlight in her writing. From the way she elaborates the place she visited, the segmented target of her article is millenials generation from the age twenty to thirty something. The way she writes her article shows that her writings are addressed to those with college education degrees.

In Trinity's blog naked-traveler.com, she frames her stories mostly

through words and sentences and rarely pictures. Different from the way Marischka's writings that looks more like journalist, the way Trinity writes her article flows naturally from the point of view of commoners. Researcher believes that this is because before Trinity became full time travel blogger she was regular office worker. Trinity also sometimes uses promotion in her writing for example when she writes about the resort and airlines in her story. The framing analysis unit that stands out the most in her writing is the script and rhetoric schemes in the words part. Trinity writes her story in the form of 5W+1H and uses words that are easy to understand by the readers and bring the readers to experience the places she visited without actually visit them. The strength of Trinity's writings lie in her words and story as Trinity does not use too many pictures to tell about the place (rhetoric – pictures are used at minimum scale). The rest of Pan Kosicki also not really represented much in her writing. She targetted "heavy readers" meaning thos who do not mind to read long sentences and have a wide imagination (as there is limited pictures in it). Later on her popular blog is published in the form of book and transformed into cinema movie.

Other interesting finding that blog can be used as promotion tools. The use of PR concept in this blog is to promote the newly developed destinations in Eastern Indonesia. PR activity is about organizing communication between an organization and its public. Tourism Ministry has taken a smart move by asking travel bloggers to join in and work together in promoting Indonesia tourism. Especially for local government who sometimes find it difficult to reach wider segmentation. The articles of travel blogger can also be a place for society and government tto exchange ideas and opinion about Indonesia's tourism as there is commentary columns provided there. This way, government can find easier way to get feedbacks form society about their works on tourism destinations.

The way each bloggers potrays those destination has helped the government to introduce and shape the destination image. As mentioned by Edward L. Bernay the top three function of PR is to give information to public, to persuade in order to change attitude and behavior and the last one is to integrate the attitude and behaviour of organization to be in accordance with those of public's. The use of blog can be classified as E-PR as it uses online media to spread information to the public. Below is the destination image described by both bloggers:

1. Marischka Prudence

In her blog marishckaprudence.blogspot.co.id, she portrays tourism destination in Eastern Indonesia as a place with breathtaking natural beauty (Natural Environment & Natural Resources). She shows herself as a naturalist who really concerns about the nature. According to her, nature should be guarded by not exploiting the place greedily. She implicitly highlighted the educational message to the readers to take care of the nature beauty (Social Environment). Her background education in Art Science enables her to show off more of visual beauty of the places. On the infrastructure side, Marischka never complains about any of inadequate facilities. She sounded satisfied with everything provided in each destinations.

2. Trinity

Through naked-traveler.com Trinity would like to spread the joy of travelling Indonesia. Not only focuses on the beautiful scenery offered by each tourism destination (Natural Environment & Natural Resources), Trinity also writes about other supporting facilities such as restaurants, hotels, tourist activities and souvenir shops (Tourist Leisure and Activities). The use of jokes and informal language makes her writings felt emotionally close with the readers. She also includes her experience in communicating with locals (Social Environment). She portrays Eastern Indonesia as a beautiful place with other interesting objects to visit such as culinary tourism and luxurious resort. Trinity also sometimes uses promotional content in her article. However she also notes some downside of infrastructures in the area.

CONCLUSION

Both bloggers use these following frames to capture the reality of Eastern Indonesia tourism destinations: natural environment, natural resources, atmosphere of the place, tourist leisure and activity, and social environment. The only difference is that Trinity also highlights the tourist infrastructure and facility.

The writing style of those two bloggers differs in the way they share stories. Marischka uses better structured sentences and more detailed information with many beautiful photos to describe the place. While Trinity uses a more informal language and jokes that are more widely used by commoners, she also writes in a more conversational

way to describe the tourist destinations. Marischka with her journalism background write in the angle of someone who would share experience as well as educate her readers to take care of the nature. Trinity with her regular office worker background put herself as one of the people with the needs to get decent facilities, and infrastructure. That is why this opportunity was used by companies to include some promotional content in her writing (hotel and airlines). The different style can be used to approach different segmented readers as well.

The two bloggers can support the government PR job in promoting the tourism destination as they have more flexible and closer gap and access to the public. In the future government should approach more popular bloggers to support them in promoting tourism as well as other fields in government concerns.

REFERENCES

- Khumaedy, M. Arif. 2017. 2017 We Go To Tourism Sector. <http://setkab.go.id/tahun-2017-kita-genjot-sektor-pariwisata/> Accessed on which date 12 November 2017.
- Narayana, Mahendra Prastya. 2016. Framing Analysis in Public Relations Research. Yogyakarta: Information Journal of Communication Science Study Vol 46. No.2 December 2016.
- Nova, Firsan. 2011. Crisis Public Relation. Jakarta: Rajagrafindo Persada.
- Utama, I Gusti Bagus Rai. 2014. Agenda Setting Mass Media. Jakarta: Rajawali Pers.
- Nurhajati, Lestari and Effy Rusfian. 2013. Marketing Communication Tourism and Corporations in Indonesia. Proceeding Serial Call For Paper and Conference of Communication Science #2 Communication to Build The Civilization of The Nation Bali, 16 April 2013. Jakarta: Center of Communication Studies and Postgraduate Business of University Mercu Buana Jakarta.
- Eriyanto. 2009. Analysis Framing: Construction, Ideology, and Media Politics. Yogyakarta: LkiS.

Study Abroad Program for Malaysia's In-Service Japanese Language Teachers

Petani Bin Mohd Noor

Dato' Ahmad Maher Secondary School

✉ petanimohdnoor@gmail.com

ABSTRACT

This study was carried out with an aim to propose a study abroad program that caters the needs of in-service Japanese language teachers who graduated from the Institute of Teacher Education Malaysia, International Languages Campus in Kuala Lumpur. These teachers who underwent a one year Teaching Japanese as a Foreign Language (TJFL) course claimed that they did not have sufficient Japanese language proficiency as well as adequate real-life Japan experience in order to cope with the demands as Japanese language teachers. Hence, this paper would like to suggest a holistic study abroad program that is deemed could generate ample self-esteem in order to become better Japanese language teachers. This research manipulated various resources and information in order to come up with an ideal study abroad program. With the realization of this proposal, another new educational collaborative effort will be authenticated between the Ministry of Education Malaysia and Hiroshima University. It is hoped that this program will be added as a new continuous Japanese language education course for in-service Japanese language teachers in Malaysia for the next five years.

Keywords: Study abroad program; Japanese language teachers in Malaysia; Teaching Japanese as a Foreign Language (TJFL); the Institute of Teacher Education Malaysia; the Ministry of Education Malaysia; Hiroshima University

INTRODUCTION

Conventional wisdom in the study abroad field has held that, the longer students study abroad the better it is for them. The benefits stretch not only in terms of academic and cultural development but also in terms of personal growth (Dwyer, 2004). The academic competency usually focuses on the specific discipline studied while the intercultural competency relates to the broad goal of enhancing students' appreciation of differences among cultures (Anderson et al., 2006).

Due to that, this paper would like to propose a study abroad program tailored for in-service Malaysian Japanese language teachers who obtained their qualifications in Teaching Japanese as a Foreign Language (TJFL) from the Teacher Education Institute, International Languages Campus in Kuala Lumpur. In particular, the writer would like to suggest a course that will enhance the level of Japanese language proficiency. In addition, it is anticipated that, this study abroad program will enrich their real-life Japan experience as well as the level of confidence to teach Japanese language upon the completion of the course.

Background

Culture may be the most complicated and vague notion to define in the domain of humanities and social sciences. According to Arthur Asa Berger (1995), he estimates that anthropologists alone have offered more than one hundred definitions of culture. Steinberg (2004) claims that culture relates to behavior patterns socially acquired and transmitted by the use of social symbols such as language, art, science, morals, values, belief systems, politics and many more. On the other hand, Brislin and Yoshida (1994) contend that culture can be defined as any framework of expectations and values. The ability to function effectively in an environment depends upon the skill in recognizing and responding appropriately to the values and expectations around.

Landis and Bhagat (1996) argue that intercultural sensitivity is crucial to enabling people to live and work with others from different cultural backgrounds. As our workplace and society become more diverse, and as globalization of business intensifies, an individual's sensitivity to cultural differences combined with an ability to adapt his or her behavior to those differences will become increasingly valuable.

In Malaysia, Japanese language is learned as one of the international languages that is taught as an elective subject in most Malaysian fully residential schools as well as in some day schools. The program started in conjunction with the Look East Policy which was initiated by Malaysia's fourth Prime Minister, Tun Dr. Mahathir Bin Mohamad. It was hoped that Japan's experience in nation building, labor ethics, morale and managerial capability could contribute to the economy as well as to the social development of Malaysia (Ministry of Education Malaysia, 2003).

The in-service Japanese language teachers who are currently working for the Ministry of Education Malaysia can be categorized into two groups:

1. Japan university graduates

Teachers who obtained their bachelor's degrees in Teaching Japanese as a Foreign Language (TJFL) in Japan are in-service teachers who underwent various education diploma courses at Teacher Education Institutes in Malaysia prior their departures to Japan. These teachers who generally had had at least 3 years of teaching experience at primary schools after getting their education diplomas were then sent by the Ministry of Education Malaysia (MOE) to pursue their first bachelor's degrees in Japan. This program which was started in 1990 ended in 1998 due to the world's economic turmoil. Through this program, MOE had managed to produce a total of 116 trained Japanese language teachers who were then posted to fully residential schools across Malaysia (Rosniza, 2009).

2. Teacher Education Institute graduates

This group of teachers are in-service teachers who obtained their bachelor's degrees in various kinds of fields locally and overseas. They also hold postgraduate diplomas in education prior joining a special course conducted by MOE which was called One-Year Teaching Japanese as a Foreign Language (TJFL) course. Before applying to this conversion course (TJFL), a majority of the teachers who were selected for this program had had a minimum of 3 years' working experience teaching at primary or secondary schools. Its first cycle started in 2006, ended in 2010 and was carried out at the Teacher Education Institute, International Languages Campus in Kuala Lumpur. Through this program, MOE had produced 59 trained Japanese language teachers who were then posted to various kinds of schools mainly to fully residential schools across the country and some were posted to day schools (Rosniza, 2009). The One-Year Teaching Japanese as a Foreign Language (TJFL) course had three main stages which were compulsory for all selected teachers to complete (Ang, 2010).

Table 1. The contents and stages of the Teaching Japanese as a Foreign Language (TJFL) course conducted by the Teacher Education Institute, International Languages Campus, Kuala Lumpur.

Stage/ Course	Duration	Course Objectives	Curriculum
Preparatory Course	12 weeks (September- November)	<ul style="list-style-type: none"> - Basic Japanese (Japanese Language Proficiency Test, JLPT Level 3-4) - Japanese traditional cultural experiences 	<ul style="list-style-type: none"> - Japanese language: (300 hours) - Textbook used: <i>Minna no Nihongo</i> (Chapter 1-40) - Cultural experiential learning sessions
Teaching Japanese as a Foreign Language (TJFL) Course	1 year (January- December)	<ul style="list-style-type: none"> - First-half of Intermediate Japanese (in between level 2 and level 3, Japanese Language Proficiency Test (JLPT)) - Elementary Japanese language teaching methodology - integration of cross-cultural understanding. 	<ul style="list-style-type: none"> - Japanese language: (540 hours) - Textbooks used: <i>Minna no Nihongo</i> (Chapter 41-50), <i>Shuuchuu Torenningu Nihongo etc.</i> - Japanese language Methodology & Assessment (165 hours) - Practicum (4 weeks) - Cultural experiential learning sessions - Cross-cultural understanding & communication (30 hours) - Second Language Acquisition (30 hours) - Japanese language Study (30 hours)
Internship	1 year (January- December)	<ul style="list-style-type: none"> - Upgrading of Japanese language proficiency - Enhancing of Self-autonomous learning & problem-solving practitioner's skills 	<ul style="list-style-type: none"> - Language Enrichment Component - Professional Development Component - Action Research planning & implementation

Source: Ang, 2010

Many local graduates of TJFL teachers claim that they are not able to converse well in Japanese language even though officially they are certified Japanese language teachers for MOE. This difficulty gets worse when they participate in Japanese language education conferences or seminars held domestically or internationally. Rarely these teachers express themselves in Japanese, and participate just for the sake of participation without any major contributions. Apart from that, due to inadequate real-life Japan experience, the sharing of Japanese values or cultures with students has been slightly a barrier. Thus, the objective of this study was to plan a study abroad program that could cater local graduates of TJFL in-service Japanese language teachers.

RESEARCH METHOD

This study manipulated various resources and information in order to come up with an ideal study abroad program. The study began with the understanding of problems faced by these teachers. Later, appropriate resources were gathered for the implementation of the program. Then, a proposed course was outlined with brief justifications to rationalize every single item selected. Finally, a conclusion was drafted out upon the completion of the plan.

RESULTS AND DISCUSSION

In this section, all selected criteria pertaining to the study abroad program catered for local graduates of TJFL in-service Japanese language teachers will be discussed thoroughly. The selected criteria are the objectives, duration, location, types of participants, selection criteria of the participants, cost, course structure, pre-departure and post-departure tasks and affiliated institutes.

Firstly, the objectives of the study abroad program can be illustrated as, (1) to increase the Japanese language proficiency level from JLPT N4 to N3; (2) to expose the teachers to real-life Japanese values, culture and traditions; and, (3) to increase the level of confidence in using Japanese language in real-life events. This program is anticipated to be carried out for a period of five years. Each year, a cohort will be dispatched to Japan. Hence, there will be a total of five cohorts for one cycle in five years' time. This means that all 59 local TJFL graduates will have the chance to go abroad for the program.

Apart from that, this program is expected to be held for four weeks in late spring, ideally in the middle of May and will end in the middle of

June. This period suits Malaysian school calendar because in the middle of May, all schools will be having a mid-semester examination for about two weeks. Hence, no teaching and learning will be conducted. This will allow participants to leave schools without worrying about substituting their classes once they get back or asking schools to find a replacement.

Usually after the mid-semester examination, students will have a two weeks' school break and will resume school back only in the middle of June. Due to that, once all participants finish their course in Hiroshima, when they return home, the school is just about to start.

The main location for this program is the University of Hiroshima in Saijo, Hiroshima prefecture, Japan. The selection of Hiroshima University mainly is due to the fact that it is a renowned tertiary institution that has one of the best education faculties in Japan and courses related to Teaching Japanese as a Second/ Foreign Language are prominent there. On top of that, candidates will be brought to a few nearby educational sites too for visits such as Hiroshima city, Mihara Educational Institution and Mazda, the car maker company.

Each year, selected candidates for the program will be 12 in-service Japanese language teachers. By the end of the cycle, the expected number of total participants who will have undergone the course will be 59 local graduates of TJFL in-service teachers. Only in-service Japanese language teachers who graduated from the Teacher Education Institute in Kuala Lumpur will be selected for the program. The reason is that these local graduates have less real-life Japan experience as compared to Japan university TJFL graduates who were in Japan for almost 5 years while pursuing their bachelor's degrees. A preliminary examination will be conducted by the Ministry of Education (MOE) Malaysia in order to select the best 12 candidates every year for the program. Apart from that, each applicant must be willing to conduct a small research while he/ she is undergoing the program in Japan.

This program is expected to be sponsored by the Teacher Education Division, Ministry of Education Malaysia and the University of Hiroshima. All return air flight tickets to Hiroshima, accommodation and daily allowances that will cover the cost of three meals a day will be provided by MOE. On the other hand, the University of Hiroshima will administer a one month Japanese language education course, Japanese art workshops as well as educational visits for the duration of the program. The course components of the program will be a mixture of Japanese language education, Japanese culture and educational visits. Every component is

illustrated in a table as follows:

Table 2: The course structure for the study abroad program in Hiroshima University for 2015

Week	Period	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	Morning			5/13	5/14	5/15	5/16	5/17
	Afternoon			The arrival of course participants in Japan	10:30 – Life orientation 11:30 – University tour 3:00 – Opening ceremony 3:30 – Course orientation	10:30 – Japanese language examination Moving into dormitory preparation		
2	Morning	5/18	5/19	5/20	5/21	5/22	5/23	5/24
	Afternoon	Japanese language	Japanese language	Japanese language	Japanese language	Japan history: A visit to Hiroshima city - Atomic Bomb Museum - Atomic Bomb Dome - Hiroshima castle - Itsukushima Shrine		
3	Morning	5/25	5/26	5/27	5/28	5/29	5/30	5/31
	Afternoon	Japanese language	Japanese language	Japanese language	Japanese language	Japan education: School visit - Mihara Kindergarten, Primary and Junior High Schools		
4	Morning	6/1	6/2	6/3	6/4	6/5	6/6	6/7
	Afternoon	Japanese language	Japanese language	Japanese language	Japanese language	Japan organization: A visit to Mazda museum and factory		
5	Morning	6/8	6/9	6/10	6/11			
	Afternoon	10:30 – Japanese language examination Reflection session	Course summary Preparation to return home *Library book return	Preparation to return home 3:00 – Closing ceremony 4:00 – Farewell party	The departure of course participants to Malaysia			

Based on the table above, in a week, about 70% of the contact hours is allocated for Japanese language education, 10% is dedicated to the Japanese art workshop and another 20% is for the educational visit. All syllabuses related to Japanese language education will be prepared by Hiroshima University. The Japanese language classes are foreseen to help teachers to increase their level of proficiency from JLPT N4 to JLPT N3. Japanese arts such as *Ikebana*, *Origami* and *Shodo* are chosen because they are popular among secondary school students in Malaysia. In addition, tools and materials used for these artworks too are easy to find and affordable. Nevertheless, all teachers still need to acquire the correct skills to perform those artworks and joining workshops is the best way to get the know-how.

Educational visits are also included as part of the program. These visits are important for teachers to learn more about Japanese history, Japanese educational system and organization. Hence, places such as Hiroshima city, Mihara Educational Institution and Mazda have been added to the tentative of the program. In Hiroshima city, not only participants may witness the atomic bomb site with their very own eyes but they could visit the breathtaking Hiroshima castle and the magnificent Itsukushima shrine as well.

On the other hand, Mihara Educational Institution offers a one stop education center due to the fact that it comprises three levels of Japanese education system, namely kindergarten, primary and junior high schools. A visit to Mazda, a prominent car maker of the world is also included in the program. It is hoped that teachers could learn that car maker history via its museum and get the knowledge of how a Mazda car is produced in the factory.

Teachers who have been selected for the program are obliged to conduct a simple research that relates to Japanese language education while they are in Japan. Hence, before departure, they must have completed a research proposal. Later, after the completion of the course, they will be given three months to refine their reports and need to present the findings at the annual Teacher Education Institute, International Languages Campus's Educational Seminar in October. Presentations can be conducted either orally or via posters. This program will not be made possible without a memorandum of understanding (MoU) with Hiroshima University. Before the beginning of the program, all administrative matters related to mutual understandings between the

Ministry of Education Malaysia and the University of Hiroshima will have been signed off and agreed by both parties.

CONCLUSION

In a nutshell, this program needs collaborative effort between two major organizations, the Ministry of Education Malaysia and Hiroshima University. Apart from that, all elements that have been proposed for this program are based on the present enigma that local TJFL graduates currently encounter. It is hoped that this program will be successfully taken as another new continuous Japanese language education course for in-service Japanese language teachers in Malaysia for the next five years.

REFERENCES

- ANDERSON, P. H., LAWTON, L., REXEISEN, R. J., HUBBARD, A. C. (2006). SHORT-TERM STUDY ABROAD AND INTERCULTURAL SENSITIVITY. *International Journal of Intercultural Relations*, 30, 457-469.
- Ang, C. K., & Embi, M. A. (2010). Promoting learning awareness and self-monitoring through learning portfolio development among Japanese language learners. *European Journal of Educational Studies* 2(3), 2010.
- Berger, A. (1995). *Cultural criticism: A primer of key concepts*. Thousand Oaks, CA: Sage.
- Brislin, R. W., & Yoshida, T. (1994). *Improving intercultural interactions. Multicultural aspects of counseling series*. Thousand Oaks, CA: Sage.
- Dwyer, M. M. (2004). More is better: The impact of study abroad program duration. *Frontiers: The Interdisciplinary Journal of Study Abroad*, 10, 151-163.
- Landis, D., & Bhagat, R. S. (1996). *Handbook of intercultural training* (2nd ed.). Thousand Oaks, CA: Sage.
- Ministry of Education Malaysia. (2003). *Japanese language education syllabus*. Putrajaya: Curriculum Development Centre, Ministry of Education Malaysia.
- Rosniza, M. T. (2009). An offer to train Japanese language teachers. Retrieved June 25, 2014, from <http://perkhidmatanpelajaran.blogspot.jp/2009/11/tawar-program-latih-guru-bahasa-jepun.html>

Steinberg, S. R. (2004). Popular culture. In Joe L. Kincheloe and Danny Weil (Eds.), *Critical thinking and learning: an encyclopedia for parents and teachers* (pp. 122-125). Greenwood Press.

Family Communication Model of Fishermen Community in Tanjung Balai City, Sumatera Utara

Nurbani, Sabariah Bangun, dan Abdi Sitepu

Universitas Sumatera Utara

✉ sunbanymonora@gmail.com, bangunsabariah@gmail.com

ABSTRACT

Family is the smallest unit of the social system whose necessary roles to cultivate members who belongs to theirs. In Indonesia, Poverty already occurred between Fishermen family. It can be seen by communications that had undergone by the family. It is believed that communication could analyze the endurance and vulnerability of family and how it could be engaged with poverty. The endurance and vulnerability would be affected the quality of human resources of The fishermen family. How was that pattern could be work on, then who was the most important people to decide and execute those decisions, how to manage and organize family living In Tanjung Balai as one of city where lies nearly with ocean and sea and how to measure the relationship and connections between the endurance and vulnerability of The Fishermen family. Some families of fishermen whose poverty issues considered economics as a prioritize problem. However, according to the model of this study, the problem regularly occurred in traditional family who resembled the sea daily or monthly or unpredictable times.

Keywords: family communication, fisherman

INTRODUCTION

Coastal communities have a distinctive life, faced directly in severe ecosystem conditions, and the source of life that relies on the utilization of coastal and marine resources. Coastal communities, especially minor fishermen, are still entangled with poverty and underdevelopment problems. There are certain issues related to ecological, social, and economic aspects, so that coastal communities are still left behind.

The low standard of living of coastal communities and limited access to assets and financing sources for minor fishermen is a major

problem encountered in coastal areas. The fisherman's family became very vulnerable in living the good life economically, socially, and politically. The vulnerability of family life to these fishing communities based on Fisherman Position Paper (2015) issued by the Coalition of Women mentioned the problems faced by families of fisherman society, such as the low number of school participation; boys in fishing families mostly did not complete Basic Education. In addition to the crush of poverty, boys are seen as the successors of the fishing profession, so there is no need for high school. Most parents assume that boys do not need high school, because to be a fisherman, no higher education is required. While girls are supported to be able to go to junior high school, in order to become a laborer or migrant worker. The high illiteracy rate in women in the productive age, 30 - 45 years so they have difficulty to obtain information or do business.

The next problem is marriage of child age. In families who are unable to send their daughters to junior high school level, girls are generally married after entering the age of 14. Girls who have experience mated at the age of the child, tend to repeat the experience, when they become parents, that is, to marry off their daughters at the age of the child.

The poor living condition of the fishermen community is evident from the way in which the communication pattern takes place within the community, and the smallest community in this case is the family. The family is the smallest unit of social unity in a society and has a very important role throughout its life in fostering its members. For each member of a family (husband, wife and child) is usually required to be capable and skilled in playing a role in accordance with his position. Various roles exist within the family, such as 1) Father's Role; Father acts as a breadwinner, educator, protector and a sense of security. 2) Mother's Role; Mothers have a role to take care of the household, as caregivers and educators of their children, patrons and as one group of their social roles as well as members of the community from their environment. 3) The Role of the Child; Children perform psychosocial role according to their level of physical, mental, social, and spiritual development.

Preparing the skills of members in carrying out their role in society later, then the process of interaction that occurs in the family is the first and the main means. Through this interaction process every member of the family will later understand, appreciate the culture and norm system

prevailing in the community. The development of human character as a social creature requires other human beings to interact. To connect with others requires a good communication pattern.

Interpersonal communication will often occur in the formation of a person's character. According to Verdeber (1986) in Liliweri (1994) interpersonal communication is a process of interaction and sharing of meaning contained in ideas and feelings. When people communicate then the impact is a transactional process that can be interpreted that; (1) anyone involved in a communication process needs each other's responses to the success of that communication (2) communication involves the interaction of many elements. Some of the elements that are held permanently by every form of communication including interpersonal communication are a) the context, (b) communicators, (c) messages, channels, (e) interruptions, (f) feedback and (g) process models.

The phenomenon of poverty in the family of fishermen community has its own characteristics how the pattern of communication that exists within the family of the fisherman. Through the communication pattern established in the fisherfolk families can be identified how far the vulnerability of the fisherman's family and its impact on poverty in fishing communities.

Communication that occurs between parents and their children in a family is included in interpersonal communication. Calvin and Brommel provide the meaning of communication (family communication) as a symbolic, transactional process to create and express understanding in the family (Arwani, 2003: 4). Interpersonal relationships within the family show complex traits. This communication is characterized by the process of sending and receiving messages between two people or small groups of people with various effects and feedback. Each component must be viewed and described as an integrated part of interpersonal communication. The depth view about the poverty culture of the fishermen community by looking at how the family communication that occurs in it, will be able to identify how the concept of self-built in the individual family and communication patterns that exist between individual families.

This paper will explain how the communication model that occurs in the family of fishermen and the vulnerability of fishermen families

because of the poverty they experience. This paper is based on the results of research conducted in Tanjung Balai City, North Sumatra to add a reference to the study of fishing communities in terms of family communication, as well as policy inputs for local governments on improving the resilience of fishing families.

LITERATURE REVIEW

Family Communication Model

The family itself is divided based on several ways, but based on conformity (conformity) and discussion (conversation) then the family is divided into four, (Littlejohn, 88:2009); Consensual families, have a high conformity and conversation. This family encourages open communication and approval. This family type has a high level of conversation and conformity. Typically, parents become good listeners for their children, but still act as decision makers.

Protective families, have high conformity but minimal conversation. This family emphasizes approval and avoids conflicts with little communication. Pluralistic families, have low conformity but high conversation. This family encourages family members to express differences in behavior and thinking through open communication.

Laissez-faire families, have low conformity and conversation. This family avoids interaction and communication, maintains privacy and encourages “do as you please” behavior.

While DeVito (2016: 290) divides the capital of communication within the family in four forms: The Equality Pattern (Model of Equality), this communication model is usually present only in the form of theory, and is rarely encountered in practice in reality. In this pattern, each family member has an equal role in communication exchanges and role sharing. Characteristics of this pattern are characterized by open, honest, mutual respect for each other's opinions and no one member controls the other members.

The next model, The Balanced Split Pattern in this model, each family member has the same authority in different fields. Each member is a decision maker in their respective area. For example, in the form of a traditional family where Father as a decision maker relates financially and meets the needs of the family. While Mother, as a ruler in the domestic area such as home affairs and parenting. Furthermore, there

is an Unbalanced Split Pattern, in this model, one family member has more expertise and authority in many areas than other family members. In some families, such authority is manifested in the form of control. One family member regularly becomes the controller in communication and relationships. Usually, the controller has various advantages such as, more intelligent and educated, have a much more income or look much more interesting.

Parties who have weaknesses, usually allowing other members to win arguments, or master decision-making. The last model is The Monopoly Pattern, the monopoly model of communication, one member being the sole authority. Authorities are more ruling and telling than communicating. Rarely does a ruling member ask for the opinions of other members in decision-making. Other members do not know how to express disagreement. In the event of a conflict, the ruling party usually resolves the conflict in ways that hurt other members.

RESEARCH METHOD

This research uses qualitative approach with descriptive method. A qualitative approach is an approach that allows researchers to know people's experiences in detail, identify issues from the participant's perspective, and understand the intentions and interpretations they provide (Hennink, 2011; 9). Qualitative research is chosen because it allows researchers to understand the full and total individual experience.

Data collection techniques are in-depth interviews and observation of daily activities of informants. Initial observations were made to obtain an overview of the situation and conditions on the socio-economic conditions of the fishermen's families in Tanjung Balai and how their family communications were conducted.

The researcher chooses a purposive sampling technique in which the informant is selected based on certain criteria made by the researcher based on the research objective to obtain rich and in-depth information about a certain number of people or cases so as to increase the understanding of the case or phenomenon under study (Patton, 2002: 230).

Data collection techniques include in-depth interviews and participant observation. In-depth interviews were conducted to key informants, women's wives of fishermen in Tanjung Balai. Then also conducted Focus

Group Discussion (FGD) as part of triangulation of data result from interviews spread in different hamlets in Tanjung Balai.

RESULT AND DISCUSSION

The Economic Conditions Of The Family Fisherman Tanjung Balai

Economically, the income generated by the poor fisherman's family in the town of Tanjung Balai only Rp 200,000 – Rp 700,000 per month. About 80% of the income was spent in basic necessities such as food and drink. If insufficient, they owe money from relatives. This fact creates concerning situation, because most of them can only fulfill most basic needs. Other needs such as health and education become second matter. The average fisherman and his wife are only educated up to elementary level or junior high school level.

Household economic conditions can also be observed from the ownership of assets and the condition of the home. The house of fishermen in Tanjung Balai mostly still is very simple, and only a few fishermen in Tanjung Balai have the boat of themselves. Others traveling by join other fisherman's boat. However, based on observation, Tanjung Balai fisherman families generally have a telecommunication tool such as radio/TV and mobile phones bought with installment. However, for their daily needs are often in debt from family. It seems, Tanjung Balai fisherman family considers the need for a means of telecommunication and entertainment more important compared to the meet the needs of more primary thing.

The lack of availability of jobs and lack of skills of fishermen, causing resources rely solely from fishing. When they are not traveling, they're just 'onthok' or sitting around doing nothing at home. Another factor is the low self motivation. For example, Mrs. Maimunah (47 years), said that he actually wanted to improve her life. But, laziness make her accept the conditions that exist today. However, all of the informants wanted improvements in standard of living for his children. Most of them targeting his children must attend school at least finished high school.

Protective Type Families In Tanjung Balai Fishing Family

Within a month, the average fishermen in Tanjung Balai spend 6-12 days at the sea. When off duty, free time at home used to sleep and rest. On some of the informants with toddlers or infants, fishermen

prefer to fill his spare time at home playing with children compared to having conversation with his wife. Plus more, most of the fisherman's wife claimed that their husband was a reticent figure. These conditions result in a lack of intensity in communicating but conflict is also minimal.

If it is associated with the Type of families that have been previously mentioned, the family of fishermen in Tanjung Balai is a kind of Protective Familiesseperti named in Littlejohn (2009), where they have a high conformity but low in communicating. The family members of the fishermen tend to agree with each other and avoid conflict.

Each Member of the family to use the protective pattern in communicate, making it easy to persuade each other, because they are not accustomed to defending the interests of her or his own opinions.

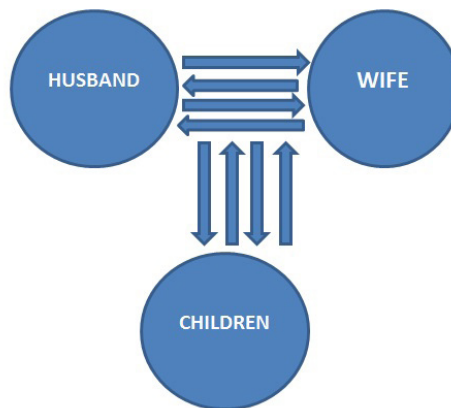
The Application Of The Model Of Communication The Balanced Split Pattern

Based on the results of the interview, five families of fishermen stated that any decision in the family discussed it first to the husband. When a husband absent for sail, the wife became the decision makers in households and they're always telling problem to the husband when they return home. The difference in levels of education between wife and husband, does not make one party as the predominant decision makers. For example, on a pair of Adeliyani (25 years) and a password (32 years). Adeliyani educated much higher i.e. HIGH SCHOOL, while ELEMENTARY SCHOOL graduates are only Password. However, he did not feel more competent in family decision making. The mother of one child is always tell any problem to her husband and taking a decision on the approval of the husband.

Family communication model can also be analyzed in ways that is done by parents in parenting his child (Floyd, 2009). Each informant had children with age. For example, on the mother's spouse Paet (52 years) and Mr. Zainuddin (64 years) who had 6 children, five of whom adult age and married. The only child who is still in his care named Irfan (13 years). Irfan never wanted to work outside the city as a waiter. After Irfan asked permission from his parents, Mr. Zainuddin decided to forbid Irfan worked out of town by reason of his age are still very young and child health conditions inadequate. Irfan had a chance to defend his interest, but the resistance wasn't unending conflict because ultimately he obey his father's decision. The Division of decision-

making there are also shopping apada households. In some families of fishermen, the Affairs of the household shopping delivered fully on his wife while the Affairs of peilihan school children on a husband.

Based on the Division of authority in the family described above, it can be concluded that in the structure of the family structure of fishermen in Tanjung Balai, father more dominant set of child education and career decisions. This communication model look shows Balanced Split Pattern, that is characterized by the dividing roles, in which the father as the main decision makers in the family problems related to the public. Meanwhile, the Affairs of parenting in domestic areas such as food, health and hygiene of the child the responsibility of mothers. traditional gender roles are very visible in this communications model. Conflicts in communication are considered not harmful, because each Member has expertise in their fields each. As a result, the outcome of each conflict can be predicted earlier and can be completed properly. When shown on the picture, model family Fishermen communications Tanjunga Balai is as follows:



Family Communication Model

CONCLUSION

Families of fishermen in Tanjung Balai is a kind of Protective Families, where they have a high quality of conformity but low in communicating. The family members tend to agree with each other and avoid conflict with the slightest possible argued. Then the family communication models used the fishermen in Tanjung Balai shows

Balanced Split Pattern, that is characterized by the dividing roles and functions of each family member. On the fishermen in Tanjung Balai still uses the dividing of roles based on traditional gender stereotype, where men rule the decision making about public area and women in the domestic area.

REFERENCE

- DeVito, Joseph A. 2016. *The Interpersonal Communication Book*: 14th edition. Essex : Pearson
- Floyd, Kory. 2009. *Interpesonal Communication: Second Edition*. Boston: McGraw Hill
- Hargie, Owen. 2011. *Skilled Interpersonal Communication*. London: Routledge
- Hennink, Monique., Inge Hutter., & Ajay Bailey. 2011. *Qualitative Research Methods*. London: Sage Publications Ltd.
- Littlejohn, Stephen W dan Foss, Karen. 2009. *Teori Komunikasi*. Jakarta: Salemba Humanika
- Ludlow, Ron Panton Fergus. 1996. *The Essence of Effective Communication*. Yogyakarta: Penerbit Andi
- Moleong, Lexy J. 2009. *Metode Penelitian Kualitatif* (Edisi Revisi). Bandung: PT. Remaja Rosdakarya
- Patton, Michael Quinn. 2002. *Qualitative Research & Evaluation Methods*, 3rd Edition. California : Sage Publications, Inc
- Rampersad, Hubert K. 2008. *Sukses Membangun: Authentic Personal Branding*. Jakarta: Lembaga Manajemen PPM

Promotion Tools in Destination Branding “Wonderful West Java Indonesia”

Meria Octavianti, Antar Venus, Agus Setiaman

Department of Communication Management, Faculty of
Communication Sciences
Universitas Padjadjaran

✉ meria.octavianti@unpad.ac.id

ABSTRACT

Communication has been the turnkey of *branding* process to create consumer awareness of the values of a *brand*. A branding process has to be able to communicate the positioning of the represented brand. *Wonderful West Java Indonesia* is the new branding of the province of West Java. It is built to improve the tourism of West Java, a mainstay sector that improves community income. Thus, it is interesting to study the communication media that is chosen to make a successful destination branding. Therefore, this paper will discuss promotion media and promotional activities done to make the destination branding of Wonderful West Java Indonesia work. This research was conducted by using qualitative method with case study approach, whereas data were collected thorough observation, interview and literature study. The results showed that the promotion tools of destination branding “Wonderful West Java Indonesia” focus on the use of social media: Instagram, Twitter and Facebook. In addition, an E-Magazine and below the line advertising are the other promotional tools to run the branding “Wonderful West Java Indonesia.”

Keywords: destination branding, promotion tools, wonderful west java indonesia, west java

INTRODUCTION

On September 30, 2017, the Province of West Java turned 72. Along the journey, there has been many positive development in the province with the capital city of Bandung. Tourism is a mainstay sector that contributes significantly to the economic growth of West Java, as stated by West Java Governor Ahmad Heryawan. In spite of economic pressure and economic slowdown, tourism has been the most steady sector and increased in potential. Community income in a region is improving when its tourism is flourishing.

Other than of West Java, tourism is now also the biggest sector driving the economy of Indonesia. It can be seen from the increasing amount of foreign exchange Indonesia gets from foreign tourists, i.e. US\$6,297.99 mil. (2009), US\$7,603.45 mil. (2010), US\$8,554.39 (2011), US\$9,120.85 mil. (2012), and US\$10,054.15 (2013). In 2017 the tourism of Indonesia ranked 47th in the world, where a year before 100th.

Still in the same year, 2017, the Ministry of Tourism set a new challenge. It aimed to attract 15 million foreign tourists to Indonesia, and 20 million in 2019. Responding to this, President Joko Widodo asked the Ministry of Tourism and related ministries/institutions to continuously create breakthroughs to get more and more visitors to Indonesia. The implementation of large-scale promotion must be accompanied by the improvement of the infrastructure of tourism destinations (DTW) by the central and local governments.

As an effort to promote tourism, an integrated and strategic effort is needed to make Indonesian tourism a tourist choice. Therefore, a strong brand is needed to characterize the destination's identity as a whole and create a selling value. That is, the brand has a central role and becomes something that indicates the success and image of a region. As Bungin (2015) put forward in Tourism Communication that a branding can integrate strategic elements in one precise formula to create characteristics, identify differentiation, positive image, and increase competitive advantage in order to achieve regional goals.

The tourism industry is not only about the development of tourism infrastructures facilities, but also how the government, local communities, tourism associations, and entrepreneurs in a tourism destination brand and promote it. Therefore, the aforementioned parties must carry out integrated efforts.

As a region with a huge tourism potential, in 2017 in the 72nd anniversary of West Java, Governor Ahmad Heryawan launched a new brand. *Wonderful West Java Indonesia* was chosen to provide a strong positioning of West Java's tourism and strengthen Indonesia's tourism master brand *Wonderful Indonesia*.



Figure 1 The Logo of Wonderful West Java Indonesia

Branding is a series of processes and activities to create a brand. The term branding in tourism industry is “destination branding”. It is a branding concept that aims to improve the quality of a brand’s tourist destination. According to Ritchie (1998):

“A Destination Brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience.”

To build a strong brand, a strategy is needed to achieve the goals perfectly. Branding or brand strategy can be interpreted as the management of a brand that organizes all elements in order to build a brand (Schultz & E., 1999). In tourism, the strategy to create a destination branding is no less important because the strength of a brand represents the character that is accepted by the market and all stakeholders as well as creates an appreciation of available destinations in a region.

Communication has been the turnkey of *branding* process to create consumer awareness of the values of a *brand*. A branding process has to be able to communicate the positioning of the represented brand. According to Kotler and Armstrong (2008), positioning is an activity that will differentiate a product and brand from their competitors in the minds of consumers based on their attributes or benefits. The focus of tourism marketing communication is not just selling, but informing tourism products to any segment of potential tourists. Thus, it is interesting to study the choice of media to inform them. Therefore,

this research seeks to find out various communication media used for succeeding the destination branding of Wonderful West Java Indonesia.

LITERATURE REVIEW

Previous Research

Making Strategies in Destination Branding: What is the online tourism promotional material saying about Portugal? This research was conducted by Eduardo Oliveira from the Department of Spatial Planning & Environment, University of Groningen, Netherland in 2013. This study used qualitative method with a content analysis study approach and added data from other documents and literatures. In addition, data were also collected from various tourism portals of Portugal. The results indicated that delivering a consistent message about the assets of a destination will be more attractive if we utilize various networks like travel bloggers. Creating strategies for branding a destination requires the right people, the right points of view, and the right internal structures.

Strategi Destination Branding “Stunning Bandung”. This research is a thesis entitled “Strategi Destination Branding “Stunning Bandung”” written by Demi Apriliani, a student of Communication Management, Faculty of Communication Sciences, Universitas Padjadjaran in 2018. This study aimed to find out the reasons why “Stunning Bandung” was chosen to be the destination branding of Bandung, what its strategy and what efforts to align it with the master brand “Wonderful Indonesia”. This study used qualitative method with case study approach. Data was collected by in-depth interview technique, observation, and literature study. The results showed that “Stunning Bandung” was chosen because it is considered representing a portfolio of modern tourism products of Bandung. The strategic planning was carried out by a Consultant Team by involving all stakeholders, i.e. the Ministry of Tourism, the Bandung City Culture and Tourism Agency, the West Java Provincial Government, the Association of Indonesian Tour and Travel Agencies, and the Association of Indonesian Hotels and Restaurants. The actualization is directly managed by Disbudpar Bandung by involving Bandung Lovable Volunteer to manage promotional activities through online media. The alignment efforts are manifested visually through the logo of Stunning Bandung.

Using Brand Personality to Differentiate Regional Tourism Destinations. This research was conducted by Laurie Murphy, Gianna Moscardo, and Pierre Benckendorff in 2007. This study focused on the value of destination brand personality in building differences between two local tourist destinations. Using a survey method of 480 tourists who visited the Great Barrier Reef in northern Australia, this study collected data on destination image attributes from the two resulted from the branding by local tourism organizations. The results indicated that tourists can argue about the personality of different destination branding for each region. This means that there may be more work to be done to adapt the existing framework in the process of building a personality brand in the context of tourism.

Branding

Basically, brand and branding are two different things. According to Baladi (2011) in his book entitled “The Brutal Truth About Asian Branding”, brand is the positioning of a product in the minds of consumers, whereas branding is a process to create, build, and maintain the brand. Branding must be able to lure and make the customers loyal by promoting the value, image, prestige, or lifestyle of the brand.

The same thing is also stated by Anholt (2007). According to him, brand is a product, service, or organization that is combined with a name, identity and reputation. While branding is defined as a process of designing, planning and spreading a name and identity in order to build or manage a brand's reputation and identity to make it more competitive. Branding is not limited to conducting promotional activities, but it must be seen as a whole and continuous process and integrated with all marketing activities to create characteristics, identify differentiation and positive image, and increase competitive excellence (Kavaratzis, 2008).

The choice of a branding concept is influenced by three factors: the type of product, the intensity of competition, and the way consumers choose and consume a product. The assumption about the intensity of competition may direct a manufacturer to choose a particular branding concept. Those who think that the competition is not too tight for the product they produce will tend to choose functional brand and position their product as a product that will provide the highest functional usability or offer the cheapest prices. Conversely, if it is considered very intensive, they tend to choose experiential branding or image branding.

Destination Branding

Just like any other product, aside from imaging through social construction, a product has to be communicated to the public as well. In tourism, the brand of a destination aims to introduce its products and sell them in the market.

Ritchie, Ritchie (1998) states:

A Destination Brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience.

Promotion is a marketing mix element that plays a role in communicating a brand of a destination or place or competitive excellence to potential tourists through marketing communication forms. The focus of tourism marketing communication is not only selling, but also marketing tourism products. Branding in a tourism perspective refers to the process of building a competitive identity, or brand, for a destination (or a place).

Simon Anholt (in Moilanen & Rainisto, 2009:7):

Place branding is management of place image through strategic innovation and coordinated economic, commercial, social, cultural, and government policy. Competitive identity is the term to describe the synthesis of brand management with public diplomacy and with trade, investments, tourism and export promotion

The concept of branding in tourism is destination branding. According to Kavaratzis, it is a trend of place branding by making a city a tourist destination for local, national and international communities, allowing it to manage its tourism potential as a unique identity and characteristic of the city.

Destination branding will help consumers to distinguish one destination from another. In addition, it can give more value to a destination than another similar destination. The raw concept of branding is promise. A good branding destination can certainly shape the expectations of both actual and potential tourists for a pleasant experience. This will contribute greatly to the decision making process.

To build a strong brand, a good strategy is needed to achieve the goals perfectly. It can be said that destination branding is a strategy of a

destination (a city, state, or region) to make a strong positioning in the minds of their target markets, just like the positioning of a product, so that it can be known globally.

RESEARCH METHOD

Case study approach was used to conduct this research. It is a kind of qualitative research methods. It is an intensive testing by using various sources of evidence of a single identity limited by time and space.

“Case study is a qualitative approach in which a researcher explores real-life, a contemporary limited system (a case) or various limited systems (various cases) through a detailed and in-depth data collection involving a variety of sources of information or multiple sources of information (for example, observations, interviews, audiovisual materials, and documents and reports), and reports the description and the theme of the case.” (Creswell, 2015:135)

Case study allows a researcher to study and maintain the characteristics of the phenomenon as a whole. The phenomenon in question can be a real-life event, such as one's life, an organizational and managerial processes, social changes, and so on. It is an empirical question that investigates a phenomenon in real-life context if the boundaries between the phenomenon and the context are not explicitly seen and the multi-source evidence is used (K.Yin, 2014). The phenomenon under study is the communication media used in the destination branding of Wonderful West Java Indonesia that was proclaimed by the West Java provincial government to increase the tourism potential of West Java

The data collection technique was carried out by observation, interview and literature study. The collected data was analyzed by testing, categorizing, tabulating, and recombining the collected data as an evidence to point to the initial proportion of a study. In analyzing this data, the researchers base themselves on the steps that Creswell has stated: (1) description, i.e. describing the facts about the case as recorded by the researchers; (2) theme analysis, i.e. analyzing theme-specific data by gathering information and grouping them into several clusters; and (3) assertion, i.e. the final step which includes the understanding and interpretations of the researchers about the data (1998: 63-65). The last step was testing the validity of the data. In a qualitative research, findings

or data are considered valid if there is no difference between what the researcher reports and what actually happens to the object under study. (Sugiyono, 2012: 2). In this study, the data validity technique used was source triangulation.

RESULT AND DISCUSSIONS

To make a destination publicly-known, a clear communication strategy is needed, but it must be adjusted to the purpose, profile and time of the retrieval of information about the destination. In the concept of destination branding, a communication strategy is identified to be differentiated from the stages of consumers' information retrieval. The stages are (1) Destination Selection. In this stage, a consumer seeks any information about the destination they will visit to determine whether it matches his preference. This stage will ensure whether he will be interested and finally visit it, (2) Post Destination Selection. In this stage, a consumer has determined the destination they will visit. He will look for any information he needs to ensure what activities he will do as well as what experience he wants to get there, (3) Loyalty. In this stage, a consumer has already known the identity and products of the destination they will visit and already visited a destination before. This stage determines whether a consumer will make a return visit to the destination.

To implement all these communication strategies, it is important to select what media will be used for communicating this destination branding. This is as stated by Yoeti in her book *Pemasaran Pariwisata* that promotional activities are very necessary to inform tourism products to segmented potential tourists. Promotion for tourist destinations usually includes the distribution of promotion materials, such as films, slides, advertisements, brochures, booklets, leaflets, folders through various channels, such as televisions, radios, magazines, cinemas, direct mails to both potential and actual tourists. The aim is to transfer information and influence prospective tourists to visit a tourist destination. In the case of destination branding "Wonderful West Java Indonesia", social media is one of the dominant communication channels used for promoting messages strengthening the brand of each tourist destination of West Java. This is in line with the rapid development of communication technology. Here are several social media used for comparing tourist destinations of West Java:

Instagram

Instagram is a popular social media among Indonesian people. To promote the destination branding Wonderful West Java Indonesia, a specific account, i.e. @pesonajawabaratku, is made by DisparbudJabar. It informs and promotes tourism and cultural events in West Java. The account has 5816 followers, 385 following, and 507 posts.

@pesonajawabaratku is not the only official Instagram account of DisparbudJabar, but there's another account, i.e. @disparbudjabar. Mrs. Febiyani, the head of the information and data analysis division of DISPARBUD Jawa Barat, stated that there is only one official account of Instagram, i.e. @disparbudjabar. Since it is a government account, the account applies some standards and rules, such as the use of standard language and programmed information. And it can be seen that @disparbudjabar account does not get a good response from teenagers to young adult because the posts are less attractive to them. Therefore, DISPARBUD Jawa Barat created @pesonajawabaratku to target them. @disparbudjabar has a total of 3034 followers, 148 following, and 570 posts. The account posts the similar thing as those of the Twitter account.

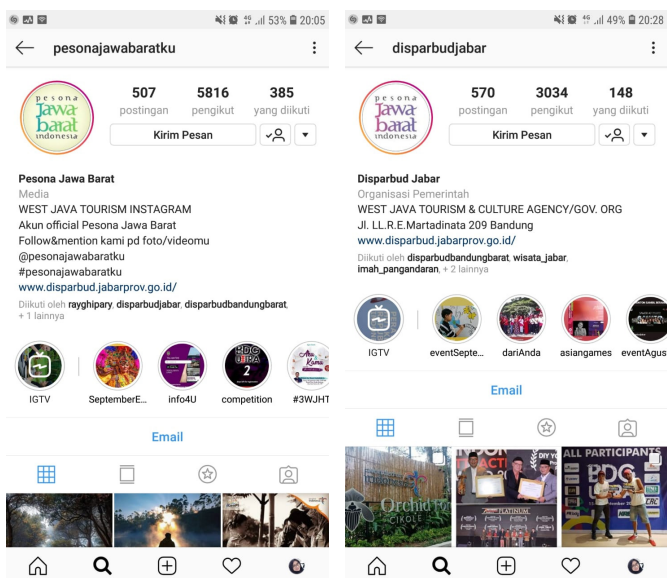


Figure 2. Instagram account @pesonajawabaratku and @disparbudjabar

Twitter

Besides Instagram, Twitter is used for promoting tourist destinations of West Java. Although currently the number of Twitter users is declining, this media is still used as a promotional medium to put the brand “Wonderful West Java Indonesia” in the eyes of the public. The twitter account that promotes “Wonderfull West Java Indonesia” is @disparbud_jabar. This is the official account of the West Java Tourism and Culture Agency. It has 4,968 followers, 653 following, 57 likes, and a total of 4,523 tweets until May 22, 2018 at 11:30. The account usually posts tourism event and destination information in West Java.

Facebook

The Facebook accounts West Java Tourism Promotion Board and Wonderful West Java are the communication channels used for promoting the tourism destinations in West Java. The account West Java Tourism Promotion Board has 427 likes and 476 followers and has consistent contents until the last post on May 24 at 14.01. However, there is no definite information whether this account is managed by the local government or a community. While the Wonderful West Java account seems unmanaged. In fact, this account doesn't have any review yet.

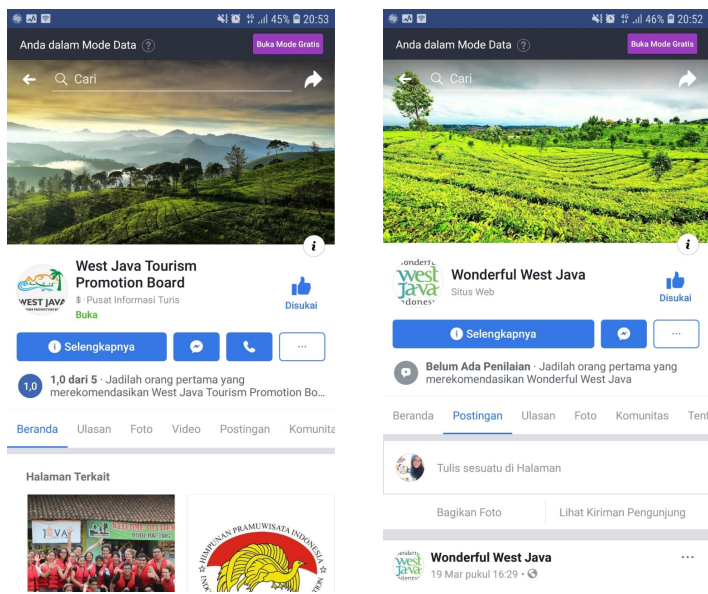


Figure 3. The Facebook accounts West Java Tourism Promotion Board & Wonderful West Java

The stage of selecting media or communication channels to promote tourism destination has to be in accordance with the vision, reach target market, and even create an image of tourism. Once, newspapers, television, magazines and radio were considered more trustworthy than online advertisings. Nowadays, with the rapid development and utilization of the Internet, new users are attracted to get any online information, including social media that has now reached 129, 2 million or 97.4% of all Internet users in Indonesia. Yan (2011) in journal *"Social Media in Branding"* states that *"The invention of social media has made the distance between consumers and companies closer by enabling personal interaction"* (p.690).

The use of social media now also indirectly increases the power of word-of-mouth (WOM), that is considered a more reliable source of information. Brown, Broderick & Lee (2007) in the *Journal of Interactive Marketing* *"Word of Mouth Communication Within Online Communities: Conceptualizing the Online Social Network"* states that:

"Word of mouth (WOM) is a marketing tool where a channel of communication is dominated by consumers and independent from companies. Information shared in word of mouth is mainly associated with trust and therefore higher in value" (p.231)

Based on the statement above, it can be understood that one's experience is actually considered more reliable and more honest than any information from an advertiser or any specific information from the relevant region as the host in the context of destination marketing.

This opportunity is also used by managers to communicate and promote new branding to a wider and unlimited audience. Therefore, things that must be considered in conducting strategic communication, especially in social media, include consistence and honesty, emotional advertising, tangibilizing, servicecape, and word of mouth.

Aside from social media, the destination branding *"Wonderful West Java Indonesia"* uses an E-Magazine. Until the time this research was conducted, DisparbudJabar set to launch it March 2018. Cited from ayobandung.com, Disparbud hopes it would provide a more easy and efficient service for the community, especially regarding tourism and cultural information needs.

Based on the explanation above, it can be seen that the focus of the use of communication media in the destination branding *"Wonderful*

West Java Indonesia” is the Internet. This is in line with the increasing use of digital media in Indonesia. Referring to the research conducted by We Are Social on Global Digital Report (2018), out of a total population of 265 million Indonesians, half of them or 132 million people utilize the Internet in their daily activities, as show in the following picture explaining the use of digital media in Indonesia in 2017-2018.



Figure 4. Digital in Indonesia, January 2018
Source: www.wearesocial.com

With the Internet, especially social media, people get the convenience for getting information. Social media is defined as a tool or service that uses the Internet to facilitate conversation or interaction. Cited from KOMPAS.com, according to research conducted by We Are Social, a British media company in collaboration with Hootsuite, Indonesians averagely spend three hours 23 minutes a day to access social media. This shows that the choice of communication media by DisparbudJabar to promote tourism destinations in West Java is in the right path.

In addition to social media and e-magazine, DisparbudJabar partners with PT. PanfilaIndosari, the producer of Ron 88, to improve the branding “Wonderful West Java Indonesia” by covering all Ron 88 products with its logo. This is a way to spread the logo throughout Indonesia and abroad.

CONCLUSION

Choosing the right communication media is very important to make a branding activity work, especially in destination branding.

DisparbudJawa Barat utilizes various communication media to spread the brand “Wonderful West Java Indonesia”. The Internet, especially social media which consists of Instagram, Twitter, and Facebook, is the main communication media, whereas E-magazine and some conventional communication media are used to strengthen “Wonderful West Java Indonesia” as a brand of all tourist destinations in West Java.

Though the choice of communication media is on the track, the contents seem inconsistent. The choice of using Indonesian or English in a brand has a significant influence on a branding. Therefore, DisparbudJabar should choose to communicate “Wonderful West Java Indonesia” or “PesonaJawa Barat Indonesia” in order to deliver consistent messages to make the brand well-received in the mind of the target audience.

REFERENCES

- Anholt, S. 2007. *Competitive Identity: The New Brand Management for Nations, Cities, and Regions*. New York: Palgrave Macmillan.
- Baladi, J. 2011. *The Brutal Truth about Asian Branding and How to Break the Vicious Cycle*. Singapura: John Wiley and Sons (Asia) Pte.Ltd.
- Brown, Broderick & Lee. 2007. *Journal of Interactive Marketing “Word of Mouth Communication Within Online Communities: Conceptualizing The Online Social Network*. Wiley Periodicals, Inc. and Direct Marketing Educational Fundation, Inc.
- Bungin, Burhan. 2015. *KomunikasiPariwisata (Tourism Communication): Pemasaran dan Brand Destinasi*. Jakarta: Prenada Media Group.
- Creswell, J. W. 2014. *Qualitative Inquiry & Research Design; Choosing Among Five Approaches*. California: SAGE Publications.
- Kavaratzis, A. 2008. *City Branding: An Effective Assertion of Identity or a Transitory Marketing Trick*. Oxford: Blackwell Publishing Ltd.
- Kotler, P., & Gary Armstrong, 2008. *Prinsip-PrinsipPemasaranEdisi 12 Jilid 1*. Jakarta: Erlangga.
- Moilanen, Teemu & Rainisto. 2009. *How to Brand Nations, Cities, and Destinations, a Planning Book for Place Branding*. USA: Palgrave Macmillan.
- Ritchie, J. R., & Ritchie, R. J. 1998. The Branding of Tourism Destination: The Past Achievement & Future Challenge. *Annual Congress of The International Association of Scientific Experts in Tourism*. Marrackech, Morocco.

- Schultz, D. E., & E., B. B. 1999. *Strategic Brand Communication Campaign*. Illionis: NTC Business Books.
- Sugiyono. 2012. *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Yin, Robert K. 2014. *Studi Kasus: Desain & Metode*. Jakarta: PT Raja Grafindo Persada

Literature Study Concerning Communication and Organization Change: Innovation, Organization Adaptation and Communication Technology

Dorien Kartikawangi

Universitas Katolik Atma Jaya Jakarta

✉ dorien.kartika@atmajaya.ac.id

ABSTRACT

We live in an era of disruptive innovation in which communicator's storm affected the right of changes and challenges. The rise of new brands in the global economy and small innovator grows rapidly, causing traditional brands and industry. Online Revolution lasted, adding risks in terms of security, transparency and speed, which are especially important because of the impact on confidence. Based on literature review, the author argues that while we all talk about how exciting it is to embrace disruptive innovations, we often forget that disruptive innovations are indeed disruptive, not only in the external stakeholders, but also for individuals and groups in organization. There are internal and external organizational challenges. In this situation, communicators need to maintain a balance of traditional and modern, and not to leave out without goals for the purpose of which is business driven, not monitoring, research and prediction, with the pre-crisis planning. These are because communicators understand that the crisis management starts long before the storm; at the same time, it is important to follow the accent should be put innovation and that often enough and make communicators brave, pioneering steps. Furthermore, leaders of the new initiative should reach out to and include key colleagues across the company as part of their virtual team. But, visible top management support is very helpful in tempering sibling rivalries and getting everyone to work together as part of one company-wide team.

INTRODUCTION

Business has always been about innovation, but brand loyalty has been replaced by convenience and price as the shift of power in the

marketplace, in which the customers remains to be the king. The digital revolution has been a leveler, putting an emphasis on innovation so that new, lean start-ups are able to challenge traditional businesses with the launch of an app or effective social media campaign that goes viral. From a media perspective, the narrative of David versus Goliath appeals as a story to the public who are encouraged and inspired by unlikely victories for the self-styled underdog. Except the victories are no longer unlikely and the disruptors tend to play by a totally different set of rules, whether it is news websites not demonstrating the same degree of scrutiny to a story or a company not applying the same level of due diligence to their employees. This approach has been driven by the customer's constant demand for faster and cheaper good and services. The impact of the disruptive innovators can be seen from the stores that have vanished from high-streets to the demonstrations held by traditional businesses to highlight the threat to their future. The average life span of a company has dwindled dramatically from around 65 years in the 1960s to only 15 years now. Similarly, the CEO of a Fortune 500 company is expected to keep their job for less than five years today, compared with 10 years in 2000. For the customers, the impact of disruption can be felt in every walk of life, from how we shop to how we travel and how we learn. The challenge for the corporations that are used to dominating their market is how to stay ahead in an environment now characterized by continual change. Or, ultimately, how to disrupt the disruptors. At the World Economic Forum, these changes reshaping every industry was dubbed as the 'Fourth Industrial Revolution'. Most executives recognize that leveraging digital solutions is an effective, efficient way to streamline business. Digital technologies have several components – software platforms, mobile apps, data analytics, and industrial internet of things – which can be integrated to create a powerful competitive advantage and new enterprises that will profound effects to companies and people.

INNOVATION AND ORGANIZATIONAL ADAPTATION

Burson-Marsteller Crisis Survey (end of 2015) found that “new and innovative business models entering our sector” was the highest ranked issue that businesses across the globe expect to encounter in the next six to twelve months, and the second most frequent type of crisis that companies had experienced to date. Naturally, when faced with their

market being turned upside down, companies will do everything in their power to defend their market position. Communicators play a key part in this: from tracking consumer sentiment online, to researching and crafting messaging in order to articulate a company's purpose and identity, as well as reaching out to stakeholders to elicit endorsement and support. But it is never an easy ride for the disruptors either - their progress is marked with significant communications challenges. However much of a following a disruptor builds with consumers early on, their radical business models tend to prompt regulatory scrutiny.

The findings of Burson-Marsteller's survey emphasize we are living through a disruptive era with communicators facing a perfect storm of challenges. The upturn in the global economy has seen new brands enter old markets and small innovators rapidly expand, challenging traditional brands. In this year's research the threat posed by the arrival of these "disruptive innovators" has risen to the top of the list of potential crises a business may face. No example could have illustrated this better than the news of Paris and Jakarta being gridlocked by angry taxi drivers over the mobile application 'Uber', and the 'anarchy justice' by motor-cycle taxis - known as 'ojek' - over the presence of mobile-driven apps of 'Grab' and 'Go-jek'.

At the same time, the online revolution has made it easier than ever before for individuals and groups to attack or organize activity against a business. Cyber hackers can access data, armchair campaigners, and "clicktivists", can protest from their living rooms and pressure governments and regulators to act. And this is all set against a backdrop of a massive erosion in the trust the public places on the words and actions of big business. So how should communicators respond?

Innovation in an organization

"An innovative organization is one which is continuously learning, adapting to, as well as initiating, changes within itself and its environment" -Bjarne Ruby-

Kurt Lewin stated that if someone like to know how something works, he shall change it. Communication to be a part which cannot be separated from the process of innovation. Bureaucracy is formed to take responsibility toward the routine activity and stability of organization as well as to adapt with the environmental change. A study concerning organization conducted by the scientist shows that innovation which

happened in every time within almost all of the organizations and innovation process to become a main function in an organization, here in the context of achievement and development of such organization. However, some organizer prefer organization to be in a stabile level, without any change, and they even doubt that innovation might happened in such organization. For example, the fresh graduates, here means the university students just finish their studies, forward an application to work in a reputable company by introducing a great idea to improve such company, but due to his unavailable position, the change that has been proposed will not be able to be implemented because such great idea is not in line with the will of manager of such company.

Innovation and Innovativeness

Usually, innovation means as an idea, experience or object that relatively new for an individual. In the more wide level of organization, 'individual' is changed into 'relevant unit to adopt', so that, innovation may be interpreted as an idea, experience or new object for the unit adopts it. There are two types of innovation i.e.:

Innovations of organization as an innovation which is adopted as the result of decicion within organization that doesn't influence some members of organization to act;

Innovations in organization as an innovation that is needed to change individual behaviour of organization members.

Most of the innovations are adopted by organization rather than individual. However,such innovation tends to an approach with individual orientation (Zaltman et. all, 1973). The situation happened because we cannot understand the whole innovation within organization and we only observe the innovation happened in high-level officers, actually we need to observe comprehensively and holistically include its individual as a part of such organization.

The main focus of this topic is discussion concerning the innovation process in organizations. The main problem needs to be solved is that the development of innovation model is not in line yet with the interest within the topic. A study on innovation sometimes doesn't follow the pattern in the research of social science as mentioned in the following table.

Tabel 1 A Classification of Stages in Social Science Research

No	Research stage	Research purpose	Research method
1	Problem delineation	To define what we are looking for, and the extend to which it constitutes a social problem	Qualitative analysis, such as observation, case studies, unstructured interviews, and literature review.
2	Variable identification	To identify variables which might be linked to the problem, and to describe possible relationships among these variables	Exploratory case studies, and other qualitative methods that are low on their degree of structure
3	Determination of relationships among the variables	To determine the clusters of relevant variables required for prediction, and to analyze their patterns of relationships	Cross-sectional, correlational analysis of quantitative survey data
4	Establishment of causality among the variables	To determine which factors are critical in promoting or inhibiting the problem	Longitudinal studies and small-scale experiments with (1) overtime data, (2) in which at least one variable changes prior to the others, so that we can determine time order
5	Manipulation of causal variables for policy formation purpose	To determine the correspondence between a theoretical problem solution and the maniptable factors	Field experiments
6	Evaluation of alternative policies and programs	To assess the expected, as well as the unanticipated, consequences of various programs and policies before and after they are applied on a large scale, and to determine the effectiveness of such programs in overall problem solution	Controlled field comparisons, such as the interrupted time series field experiment

The topic discussed is about the two concepts seem to be similar but they have different meaning i.e. *innovation*, here means process to

adopt new idea and innovativeness, here means property of unit that adopts. *Innovativeness* is measured using two ways which depends on the specific problem identified, among other are: Single innovation, relates to the adoption of new idea and multiple innovation that relates to the measurement of the whole innovations adopted in a certain times. Innovativeness is not a dependent variable but likely a variable within the effectivity of predictable organization.

Innovation and Change

There are differences between innovation and change. Innovation refers to adoption of new idea meanwhile change refers to the change of present idea to other idea. Such idea can be a new idea but it can be a familiar one, so that a part of change can be classified as innovation. The usage of those two terms sometime used vice-versa and almost the same. There are some ways to create change or even innovation within the organization, i.e.:

- *Terminate or destroy the organization*; a certain part of the organization will be remain exist and to be different as the former one, so that in this context can be meant as change of system.
- *Advocated by radical revolutionaries as a means for changing society*; classified as the difficult and expensive way or strategy because it must change the present social life within organization that usually causes a wider scale of effect.
- *Installing an automated information system using computers*; computerized causes many supports of creating innovations within organization and causes the present jobs to be easier, however in other side, it can reduce interaction among member of organization because the staffs tend to spend their time for computers.
- *Reorganize subunits*; aiming to manage the organization as the whole via reorganization and such change can happened in every time.
- *Change the individual members within the existing structure*; there are some ways relates to this change among others is to change the present member with the new one that has similar or different specification and qualification as well as to train the present member with new method on how to improve working-quality so that after training they got new and useful skill for himself and organization. In line with such effort, the policy for recruiting newly innovative member must be conducted parallel.

The Process of Innovation in Organization

Understanding of innovation process is classified as slow action. Such case is caused by the understanding toward innovation process as a dependent variable. Innovativeness is relatively easy to identify, to measure and to connect with other phenomena. Within this part, we will learn on how an innovation process model is assumed as (1) innovation as a possible response of organization toward outside power that influence the organization; (2) the process innovation through several steps in line with the increase of organizational commitment; (3) such process runs indirectly but interactively; (4) one of the best way to measure impact of innovation is the creation of effective change in the whole part of organization. An approach applied needs a difficult dimension of time-methodological procedure, but such way is the only element relates to the innovation process within organization. Innovation is a stepped-process with 2 steps i.e.: *Initiation*, here means the process in which organization aware the presence of innovation and decides to adopt it. *Implementation* here means the process in which applies the innovation and implements it as a part of organizational operation. Duncan (1974) stated that the paradox in variable of organizational structure within the process of innovation can be solved if such organization can create a complex, informal and decentralized subsystem to accept and implement innovation. There are 3 variable of organizational structure, i.e.:

- *Complexity*, as the total of specialized and professional works. Complexity supports its members to understand and to advice innovation, but it is difficult to accept consensus on how innovation to be implemented.
- *Formalization*, is stressed to follow the rules and procedures of working-role. Formalization causes handicap of innovation consideration by member of organization, but it support the implementation of innovation.
- *Centralization*, is concentrated on the power within organization. Centralization causes handicap innovation but it facilitates implementation of innovation.

Performance Gaps and Problem Definition

Defining problems is the process where the organization to define and describe performance gaps, perception concerning the difference

between the hope and the reality. The measurement of performance gaps is the most difficult problem within organizational study. The key to identify the presence of performance gaps is the difference between hope and reality, here means that the gaps can be created or be deleted by the change.

The four main factors influence the characters and direction of innovation process, among others are:

- *Knowledge of Innovations and Reinvention.* Knowledge factor is influenced by the individual characteristic in the organization and searching process. It is a way where the problem and innovation suggested to be defined by the organization is determined by both of them. Innovation must be accepted as a potential thing to disclose the distance between the reality and the hope within organization. The former research concerning organizational innovation, technological idea is the outer resources which is adopted and implemented as a part of organizational system. At present, some innovation are revised widely, which then be considered as *reinvention*, within the process of adaptation and implementation in the organization.
- *External Accountability.* External accountability is a level in which the organization is independent or responsible to its environments. The usual forms of such independency is the needs of organization to the funds and group members and its clients, which is also depend on the external resources to enable conducting transaction with its environment. Organization is depended on several elements that exists in its working environment, i.e.: (1) proportional with the need of organization for resources or performance elements to be provided and (2) unproportioned with the capability of other elements to provide similar resources and performance (Thompson, 1967). Organization is like individual, to have *reference group* to determine the decision. Organization must be able to influence and control its environment in terms of achieving an effective innovation results.
- *Slack Resources.* *Slack resource* is resource that is not ready to commit for other objective. The presence of organization *slack* is important in comparing an innovation with the problem. Innovation needs infestation of several sources to implement that

makes *slack resources* important as the effort to adopt innovation. The amount of *slack resource* that present in organization for a certain point positively involved with probability of innovation to be adopted. There are some type of *slack resource*, among other are *financial slack*, *personnel slack*, dan *physical slack*.

- *Organizational Structure*. Organizational structure is the structure of component and sub-system within a system. Some research are oriented on how to connect some features of organizational structure with innovative behaviour. Some variables like centralization, formalization, complexity, integrity and openness influence the organization in facing the problems, finding the solution and making decisions.

Stages in The Innovation Process

Adopting decision is the only preliminary step of innovation process in the former models. The first step of innovation process is to assume that the problem of organization is similar with the innovation. This kind of step is an important step because such potential innovation to be considered suitable with the problem solving faced by the organization which is modified in the different time and different part within organization. The innovation process consists of several steps or so called sub-process, i.e.: *Adoption (or matching)*, *Testing*; is a limited implementation to score the suitability accuracy and effects that might happen. *Installation*; is a process to ignore innovation status of new element to become an integral part of the system. Innovation is the result of information-sharing process among member of the organization, thus, the understanding of communication process within organization shall be understood as innovation.

Innovation Consequence toward Organization Effectivity

Organization effectivity is a situation to measure the organization objective. Such objective can be defined in correlation with individual, group or a wider aggregation which then causing some different perspective of organization effectivity to be valued. Mott defines the effectivity as the capability of organization to mobilize and to face any demand for production, adjustment and flexibility. Organization is deemed as a system to fulfil any demand in the same time. Such demands like adaptation or change, allocation, coordination, integration, output and maintenance, will continuously change and the

problem of satisfying all stakeholders within optimal solution will be difficult from time to time. Innovation within organization correlates with organization effectivity.

Organizational innovativeness

In this part, special attention will be described research or study concerning organization innovation in the context of data-sources and previous innovation problems, individual and organizational characteristics, lack of concept on organization size as a part to reach innovation, and structural character in correlation with organization innovation. The following description on 3 assumptions of traditional study assumptions and how such assumptions to be applied in the next study.

Individual Character vs Organization and Innovation a

There are two kind of independent variables used to predict organization innovation i.e.: (1) the character of individual organization or leader and (2) organization characters such as size, centralization and system-openness. Mohr (1996) stated that there are many studies on innovation more focus on individual rather than organization. Individual plays important influence to adopt the meaning and new objective of organization. The question may arise is the relation between variable of leader's character and structure applied in such study. The leaders tend to modify organization in accordance with their function and duties as well as to modify character of organization structure. It is hoped to have a democratic personality that will create new innovation more participative for its members. However, there is still ambiguity or argument between executive character-variable and organization structure character.

Organization Size as Innovation Predictor

Organization size is the easy variable to measure, even with relatively high precision level. Such level means a substitute level of some dimension related with innovation i.e. total of resources, *slack resource*, organization structure and other kinds. "Size" means as resource to measure some items such as personnel, revenue, cost, budget that are considered to cause difficulty to measure the involved correlation.

Structural Characters and Organization Innovation

At present, the available trend for study on organization innovation is to involve independent variable to measure certain dimension

of organization structure such as centralization, formalization and openness. To gain such purpose, we divide those variables to become internal and external structure characteristics.

Three Perspective Assumptions of Research on Innovation Diffusion

1. Innovation is useful for all adopters. The classical diffusion model is assumed that every person has to adopt innovation, whenever the diffusion must increase significantly and the refusal toward innovation is deemed as irrational decision or beyond of the mind. However, innovation does not have a universal value because an innovation can be suitable for certain person but not for organization. Therefore, it is important to learn a wider innovation which can be adopted by all organizations, among other is on how to determine innovation and not merely how it is formed but also on how it can be applied to achieve the objective of such innovation.
2. The collection of cross-sectional data in a certain point on a certain time will be enough for all process of investigation. Diffusion is a process, continuously by time that never ends and never start. Most of the research on social science is more suitable for getting snapshot of behaviour rather than moving-picture, which then to be more useful in determining sequence of time for its variables. The further problems concerning survey on data of *cross-sectional* cannot answer innovation diffusion variables because usually the independent variable is often associated with dependent variable.
3. The decision to make innovation is merely taken by *chief executive* of the organization and not by the member of the group. Almost all of the research on diffusion in the past agreed to refuse the impact of organizational structure. The result of research on innovation diffusion does not reflect innovation diffusion within organization. The process of innovation diffusion is merely reflection of an organization to other ones. At present, research on innovation within organization must cover data from all actors within organization involved in taking decision of innovation, and not merely the *chief executive* of organization. With this in mind, the understanding on innovation process will be more complete if such action can be conducted.

INFORMATION TECHNOLOGY AND ORGANIZATION COMMUNICATION IN THREE PERSPECTIVES

Information technology is an important part of discussion within organization communication because the fluency of information technology is very important in the informative era as well as its role in supporting or handicapping system within organization and human interaction. The study concerning the correlation information technology and organization communication will be described in three perspective i.e. traditional, interpretative and critical perspectives.

Traditional Perspective

Traditional perspective of information technology within organization communication usually relates with potential technology to increase efficiency, effectiveness and finally productivity. This matter also involves handicap for objectives in its effort to adapt technological change, includes influences that bother the technology itself. The following paragraphs describe traditional perspective has no-doubt toward the negative consequences of technology within organization.

The Objective of Information Technology

Organization adopts information technology as if for the reasons of efficiency and effectiveness of organization, but Pfaffenberger (2004) showed that such technology is developed and applied without correlation to efficiency and effectivity. Pfaffenberger and Kling agree to the politic and individual motives in the organization for adopting information technology, but those individual and political agenda influence all decision of organization and such motives merely part of story on information technology. Among the functional reasons, organization take infestation in information technology for the reasons of productivity, knowledge management and control.

Productivity

From 1970 to 1990, the computer demand increased more than 200% in USA without causing positive impact on productivity. This situation caused the researcher faced “paradox in productivity”. The preliminary causal of such issue were re-distribution and mismanagement. Brynjolfsson’s stated that re-distribution and mismanagement did not calculate paradox in productivity. The main problem is the mismeasurement and timing for mismeasurement.

A study conducted by Federal Reserve showed that information technology contributed more than 70% of total profit of business productivity in USA within the last 5 years, Information Weeks stated that paradox in productivity is solved, some economist successfully counting the way to calculate contribution of IT toward productivity and “investment in IT caused a very good result” (McGee, 2000, p 1).

A research conducted by McKinsey and Co stated that “IT contributes to productivity-growth if it is accompanied with business innovation process and IT application must be adjusted to process of specific-sector business” (Baily, 2003, p 9).

Productivity cannot be reached by knowing the way to use word processor, spreadsheet, or browser Web. Productivity can be achieved by understanding the implementation of technology in line with innovation. It is reached whenever the full activity of jobs and the value of company.

Knowledge Management

One of the main theme of study for organization communication is information management or in this context, problem of knowledge management (Wiig, 1997). Drucker (1998) defines information as an organized data for a certain purpose. In this regards, data is “only ‘fact’ and personage’ “(B; udara, 2002, p1019). They will be more informative when they are used in precise context. Knowledge needs information but information in side and from inner self is not knowledge, and system of information management is not the same with system of knowledge management.

This integrated system then creates evolution to become information management system that provide plan of report for the management in planning, handling and evaluating the organizationactivities (Thierauf, 1978). This acknowledgement pushed the organization to think about what he has got to take advantage beyond information technology, and the answer of some cases is the knowledge itself. Knowledge and knowledge management is a concept to be more complex than information and information management. Davenport and Prusak (1998) visualised knowledge as ‘mixture of frame-experience, values, contextual information and the idea of expert that provide a frame to evaluate and combine new experience and information (page 5). Without any system to manage it, organizational knowledge walks outside via ‘door’ every day at the closing

time. According to Galagan (1997), management knowledge generally consists of some or all of the following activities: to produce new experience, to represent knowledge in documents and data-base, sharing knowledge to product, services and organization process, to spread-out or to transfer knowledge within organization, to use access of knowledge in making decision, to give incentive and culture for facilitating knowledge growth, to provide size of knowledge value as organization asset. How do we create, catch, plant and transfer organization knowledge? A system of knowledge management needs a lot of information technology, but Kankanhalli, Tanudidjaja, Susanto, and Tan (2003) found it within a study on 12 big recognized companies for successful knowledge management that organization varies in its way to disseminate information technology for the purpose of supporting knowledge management. In general, Kankanhalli et al. found that organization services base on environment with volatility is depend on the codification. Ironically, most of the support for organization to move to knowledge management doesn't come only from parity level that decrease the competitiveness in information technology for an organization among others, but it comes also from the influence information technology itself, particularly as the result of over extreme information (Sieloff, 1999). Technology doesn't make easier to find out and to manage information, but it also provide us all capability to produce it and disseminate it in a bigger and higher level than what we can process. Hewlett-Packard, moved to develop system of knowledge management on 1980 while the rapid growth started to create culture with small value, self-supporting unit, open-office environment and focused on face to face communication. But the critical point to move to knowledge management, according to Charles Sieloff, as manager of HP program, is 'bothering technology from Internet and World Wide Web" (p.51) with new reality, "that information is important for your work and your company can only click it in the Web ... the abundant information moves from theoretical concept to daily deep reality "(p 51).

Control

The usage of information technology needs the objective of control-management. For the technological users, the idea of control means personal control, release and empowering for individual, handling his own choice and creating condition for accessing a better information for himself and for other users (Communication News, 1994). In the perspective of traditional organization communication, the control via information

technology relates to the objectives of efficiency, effectiveness and productivity. Traditional perspective relates with this problem particularly from the perspective of managerial but feeling sorrow in multi-dimension perspective. They cover not only direct problem, the usage of managerial technology for controlling, but also put attention in consequence of technological paradox for controlling the disturbance of technology, locus and diffusion of organization control. The second paradox of locus and control diffusion involves the potential information technology to master both of them, here means the effect of centralisation and decentralisation on the organizational structure and to manage consequence for organization process and working.

The Digital Divide and the Fluency of Information Technology

In case the information technology empowers individual, it is clear that because of empowerment through information technology is not given in the same size for all as they want it. People think that this problem belongs to critical scholar and feminist, but the feeling of sorrow on digital divide and fluency in information technology already got a lot of attention in the last few years in traditional perspective.

Digital Divide

The label of 'digital divide' arose in the last 1990s as the way to visualize among them and they did not have access to computer and internet (Robinson, 2003). It is therefore, discussion on digital divide is focused on how to decrease or make it disappear. The needs to access information technology as a welfare condition in information era is not disputable, but billions of dollar was spent domestically and internationally to cover the assumption that the access and computer skill will make sure the mobility upward for people with lower economic income. Some studies showed that the only information technology is not 'a miraculous pill' to decrease the poverty and imbalance.

So far the case of digital divide as long as national and organizational line, the problem not merely how to access computer and internet, or even basic skill in using software, but also access and facility to company's system in large scale to manage information and business process. Chen and Wellman found it on 2003 that the gap within developed countries is decreasing and the gap within developing countries is getting worse.

Even though the digital divide happens continuously, information technology has become the part of globalization and getting wider.

Some of developing countries remain in its poor technology as from digital divide, but even where stereotype provides hope, there are rigidness, rigid-shock and bothering.

Fluency in Information Technology

The access of technology and information sometimes comes irregularly that creates digital divide. Computer literacy includes the last expertise, but it looks like similar with individual difference that seriously apply it. The following paragraph show the list of competence which is provided collectively to support the fluency of information technology as defined by the Council of Computer Science and Telecommunication.

- *Engage in sustain reasoning*; a capability to understand the real problem which can be solved and when it can be solved.
- *Manage complexity*; a capability to agree with the complex problem with the presence of information and technology, resources developed by technology and dependency of basic system of technology.
- *Test a solution*; a capability to determine the design and right solution implementation.
- *Manage problems in faulty solutions*; a capability to analyse problem whenever technological tool unable to do it.
- *Collaborate*; to know how the collaboration among groups and technology change the way.
- *Communication to other audience*; a capability to understand audiences and to adapt message and information as good as possible using technology to the audiences.
- *Expect the unexpected*; a capability to anticipate and accelerate consequence of unintended system of technology.
- *Anticipate changing technologies*; to know when to use tool of information technology and how many virtue to learn, and when improve or take new technology.
- *Think about information technology abstractly*; a capability to distribute principle of technological solution from one side to another one and to understand wisdom and social implication of technology.

Impact of Information and Technology for the Organization

Organizing and communication in the organization at present time is very different with organization in the 20th century in case of

its activities. However, in the new condition, the idea of organization in the perspective of popular students and information technology as a choice can make us change our perception toward a continuous perception to organization.

Structure of Organization

The shape of new organization theory states that technology can make sure any structural change to decentralization, bigger flexibility and the shift of authority correlation. The two interesting areas are control and decision centralization and also the presence of new organization.

Centralization vs Desentralization. The matter on control and making decision within organization are interesting issue, in where the position of information technology serves to solve such matter. In several cases, technology information looks more centralized rather than decentralized. The power to centralize here means executive and manager tend to use technology to control decision, process and information and it is hoped to always present organization. In other side, the latest knowledge combination of the workers using the power of communication cannot be directed to decentralization. One of weakness of email is the possibility to be controlled by the management. Most of the cases of worker-reassignment is commenced from the email.

Virtual Organization. Organization structure is also influenced by the use of information technology like to introduce new organization, or so called virtual organization. Virtual organization is a team which is collaborate from remote places using email, groupware etc. Some of them are called “physically virtual organization” and also “virtual ownership organization”. An example of “physically virtual organization” is a virtual team as the result of merger of 11 units in ministry at the USA, they didn’t stay at the same building for working, but the use information technology such as internet, teleconference and other to work from different places. Meanwhile “virtual ownership organization” is a virtual organization to manage fund and human resources, but its job is done by other workers. The example is Dell Company. We think Dell is an assembly, seller and customer-service Company for computer apparatus, but actually, all matters in Dell are done by other companies.

Process of Organization

Mendoza calls it as the change of organization process by re-design its organizing process using information technology. It is focused on how to get efficiency by deleting not-useful processes, even can involve more radical process. An important thing in the organization process that can be seen from potential information and technology in improving process is the criterion of performance. Such processes among other are logistic, operational, selling, customer services in the criteria of quality, price, speed and innovation. An example is a call centre which at its beginning has awaiting time 8 minutes for its customers but after improving information technology, the awaiting time can be 2 minutes.

Working and Worker

Information technology can influence the working-performance, when and where they did it, who did it and kind of capability needed. A lot of companies accept workers with good knowledge and this issue to become ultimate concern in the transformation area. According to Mendoza there are 2 basic technologies, which are email and suporting software. Email arises to take a lot of equipment within organization and institutions. Email is kind of communication tool directed for predictive effect and as a kind of flexible tool free from hierarchy and commands. For some skilled workers email acts as main medium usually used to support project-management and information on working-diagram. Based on research of Belloti, the use of email plays an ambiguity strategy. Email contributes as a condition for lying effort in constructing messages or conducting something to gain response.

Grop Support Software, is a combination between email and tools such as schedule, minutes, posting and *projek tracking*. Groupware is a process of job-simulation using computer in the same time conducted by some persons from different places. Such works can be printed-out, saved, copied, and re-read by other persons. This groupware is merely teleconference or video-conference but the additional computer and collaboration of basic instrument and document for production. Recently, groupware develops Group Decision Support System that means collaboration process within document system that is applied by the group to make a decision or in other words as structural process of decision making.

Interpretative Perspective

Interpretative perspective of information technology relates with two matters that are how information technology influences the process of sense-making in organization and how to understand and use technology that was done in the process of sense-making?

Gephart (2004) resumes 4 basic influences of technology in the process of information making. People support the vice-versa interactive but computer mediation 'needs users to actively participate to prove that they share knowledge with other in conducting communication.' An example within organization is supporting team that usually support an activity to send email containing 'activity cannot be done' before paying the service. The new chief of department doesn't understand this case and replies it and finally the conversation is conducted by telephone for confirming that case.

People use term 'normal regulation' and speech for normal interaction to visualize their environment and experiences. For example, there was not terminology Google, but at present, Google is a common word in searching in the internet. Some knowledge to support common interaction is hidden and its terminology is not complete, unclear and ambiguity. In the communication mediated by computer, he must actively search information to translate any event and wait it until such response arise. The first example is valid to visualize it. In a common interaction, participants hope every user to 'see beyond the meaning of words' to understand it.

Social Construction of Information Technology

Interpretative study on how information technology is constructed socially, can be seen from the understanding of technology toward its usage and how this meaning is built via communication. One main concept is *interpretative flexibility*, means arise of several understanding toward the same technology.

In a traditional society, internet and computer are decoded at a level of symbolic 'a man is deemed gentleman in the household if he can master internet and computer'. In the contra-society, such matter is the domain of woman. It is therefore the man and woman actively making negotiation in bargaining such media as a construction helper in the unity sense.

Critical Perspective

Social problem and organization control through the usage of technology is the main issue of critical perspective, starting from usage of technology as a tool to strengthen managerial authority within an organization, supports neoliberal hegemony in the western society and makes possible global control by transnational company. The usage of technology as a form of resistance toward such power is also a part of this perspective discussion.

Technology and Managerial Authority

Schwarz (2002) in his study stated that innovation in information technology tends to strengthen organization structure and authority system and not change it. The use of technology doesn't intend for decentralisation but the management faces it as a closer control. There is no autonomy of decision making in a lower level. In the other word, it is said that using system and management authority via technology can support control of management in social structure.

Technology and Neoliberal Hegemony

McKenna (2004) stated that neoliberal hegemony in the western culture is almost absolute. Neoliberal concept is a concept where the concept of moral, politic and economy believe the strength of market involves the government has a small role or not at all in controlling and making boundary. Every human transaction is market transaction with potential condition to compete and influence other transaction.

Neoliberal thinks that organization and traditional bureaucracy hierarchy is out-of-date. Organization has no boundary and doesn't need centralized authority which then make the organization to become flexible and easy to adapt. The virtual awareness causes capitalise become unclear that direct the virtual organization, strengthening the injustice of richness and power, and makes individual to be less important. Such point of view annuls the fact that terrorist and criminal organization can ravage the virtual organization like the cyberspace and global domain digital.

Technology and Global Control

In which the virtual awareness is pushed to western culture, it causes not only impact to the global economic, but it is also to the global control. Globalisation can be considered as a new phenomenon

and also involved an unpleasant vision concerning business deficit and outsourcing human resources, Peter McMahon (2002) agree that global control with information technology has a de-facto endorsement since 1845, which results to the increase of bargaining position for some countries.

McMahon visualize 3 periods of relationship between technology and global control within the period from 1845 to 1940 so called “liberal-international world order”, where technology was controlled by a few fund-holders with the support of telegram. Such period lasted at the first world-war. The following period from 1914 to 1960, where global control was occupied by a small group of countries having company and military industry supported by mass media. The third period is the present period, in which the technology is occupied by the strong financial holder and multinational companies. The presence of technology causes the multinational company to determine locations of production resources which can be controlled from anywhere. Worker-association and even the government will face difficulty to negotiate with multinational company that change its domain rapidly.

Technology and Resistance

Critical theory doesn't relate only to the problem of power and control, but it also relates with dominance system. In the era of information technology, one of its sample is the action of *hackivism*. Hackivism is a movement combining the activity of political opposition and method and computer hacking technique. In certain cases, such way is similar with other resistance group which conduction action against dominant system. One of cases proposed by Taylor (2005) was Electronic Disturbance Theater (EDT) and its alliance was a movement of anti-government Zapatista in Mexico. Conducting cooperation with Zapatista, EDT applied software so called Flood-net to bother company's website and financial institution. Therefore, whenever the expert on critical theory getting apprehensive about the influence of capitalism in communication and internet colonialization, the other side thinks that internet is a media with meaningful and to be quarrelled among users. Taylor concluded that “electronics culture facilitates the emergence of global groups of like-minded radicals”. Internet can be media of struggling for activist and terrorist.

The Technologized Life

Information technology can be more than tool or technology to influence the organizing and organization communication, both in a good or bad thing. The life in the 21st century involves more technology rather than previous decade. The experts on theory of traditional, interpretative and critic will agree that information technology deletes the boundary on distance and time for the organization and works. There is no more line between the job-life and individual-life which makes people must work during their rest-time and at home. Technology changes adaptation process and increasing the capability. This issue causes the competition can happen not only in the level of organization or institution, but also among workers. It is the consequence of neoliberalism and 'virtual awareness'

CONCLUSION

It is a good idea to draw a conclusion based on the above mentioned description and the following paragraphs describe some relevant matters significantly relates to the title which consists elements of communication, organization-change, innovation, organization-adaptation and communication-technology.

Communication plays an important role in the management of organization. Such role of communication ought to be applied in several steps of management, thus, communication is needed in the process of planning, organizing, actuating and controlling. Any failure of the role of communication in the element of planning for example, it will cause effect to the implementation of other element like organizing. The continuous role-playing of communication is needed until the implementation of controlling which then to be continued with feedback.

Sometime, political decision relates and significantly influences the process of organization. In the era of newly appointed Governor for example, there is a new policy to increase the use of domestic human resources and to decrease the foreign human resources. The organization shall make adaptation and implement the policy concerning 'outsourcing of human resources in Jakarta province'. Here means the *organization-adaptation* is done in line with the government policy. What the organization can do to implement such policy is, among other by conducting technical training for its technicians as the

effort of improving the skill of technician almost or even the same with the capability of foreign technicians. Implementing *communication-technology* can be conducted for example by changing the type of technology used in the daily activities of organization.

So, there is no doubt to say that communication significantly relates with organization-change, innovation, organization-adaptation and communication-technology.

REFERENCE

- Daniels, Tom, Barry Spiker, and Michel Papa (2008) *Organizational Communication: Perspectives and Trends*, USA: Sage Publications.
- Golhaber, Gerald M. (1993) *Organizational Communication*, Sixth Edition, USA: McGraw Hill.
- Pace, R. Wayne and Don F. Faules (2000) *Komunikasi Organisasi. Strategi meningkatkan Kinerja Perusahaan*. Bandung: Remaja Rosdakarya.
- Rogers, Everett M. & Agarwala, Rekha (1976) *Communications In Organizations*, New York: The Free Press.

